



Joe Kramer

Front End Software Architect / Engineer

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Experience



Front End Software Architect / Engineer

Discover Financial Services 10/2023 - Present

Working on the Platform Engineering Team, I established and maintained engineering standards across the company to ensure consistency and quality in development practices. I conducted research and testing to evaluate architecture, tools, and processes for integration into boilerplate applications used in new project development using TypeScript and ReactJS. My responsibilities included selecting and implementing testing tools, managing package version upgrades, and assessing their impact on system stability and performance. Additionally, I contributed to the development and debugging of next-generation customer support software, enhancing its capabilities to provide real-time talking points and questions for support staff, offer tailored options to customers in a conversational user interface, and seamlessly handle updates to customer accounts and services.



Front End Software Architect / Engineer

Apple 04/2022 - 09/2023

In this role, I contributed to two key projects. For the first, I enhanced and debugged an executive internal dashboard application, enabling it to process and display large volumes of data while supporting complex filters, queries, and visualizations using TypeScript and ReactJS. For the second project, I served as the sole engineer responsible for rewriting and modernizing an Adobe Photoshop plugin, transitioning it to TypeScript and Adobe's new UXP platform. This plugin generates a proprietary parallax image format used in iTunes, Apple TV, and Apple Vision Pro headsets. I collaborated closely with Adobe by providing feedback and raising questions as they developed the UXP platform alongside our implementation efforts.



Front End Software Architect / Engineer

CatapultX 10/2020 - 03/2022

Developed a next-generation AdTech solution using TypeScript, designed to integrate seamlessly with any video player by auto-detecting the player type and configuration to maintain stability. The solution supported a variety of ad formats, including image, video, and interactive HTML, displayed dynamically around or over the video stage. It was highly configurable, responsive, and adaptable for both mobile and desktop platforms. The project was completed ahead of schedule and successfully deployed to 20 publisher clients using 20 different video providers, demonstrating its player-agnostic and adaptable nature. Additionally, the system served contextually relevant ads by leveraging AI to analyze video content without relying on cookies.



Front End Software Architect / Engineer

Dell 05/2018 - 09/2020

As a member of the Site Reliability Engineering team, I developed internal tools to support clients and infrastructure. My work spanned three key projects: updating a Chrome browser extension used by support staff for product research, building a complete UI from scratch for an application that streamlined product research for customer support, and creating a UI dashboard with data visualizations using D3.js in a C#.NET Xamarin mobile app. This dashboard enabled executives and managers to monitor the Dell ecosystem, which included hundreds of enterprise applications and thousands of globally distributed servers.



Senior Vice President of Engineering

KERV Interactive 09/2014 - 04/2018

Developed a next-generation AdTech solution designed to integrate with multiple cloud video providers, reskin video players, and add custom functionality such as advanced playback controls. The solution made videos interactive by embedding overlays for product links, shopping cart integrations, and informational popups on items within video frames. I introduced new engagement analytics standards to measure interactivity and enhance video experiences. As the sole engineer during the company's first two years, I was responsible for all web technology, making critical architecture decisions, configuring AWS infrastructure and security, designing data schemas, building databases, creating a custom content management system for managing data and ad campaigns, developing APIs, and focusing heavily on user experience. As funding improved, I recruited, hired, trained, and mentored a team of nine engineers while continuing to act as a Sales Engineer on high-profile client calls. I conducted due diligence on potential acquisitions and provided detailed reports during our company's acquisition. The AdTech software I built earned prestigious awards, including the Lumiere Award for Best Branded Experience, and achieved a 10x higher click-through rate than traditional advertising in collaboration with NBC on a TV show streamed online.

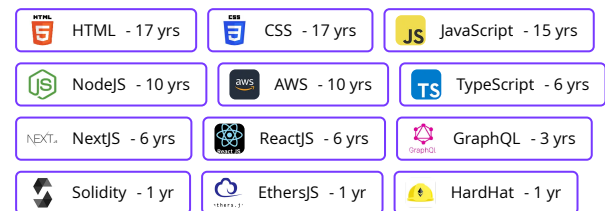


Front End Software Engineer

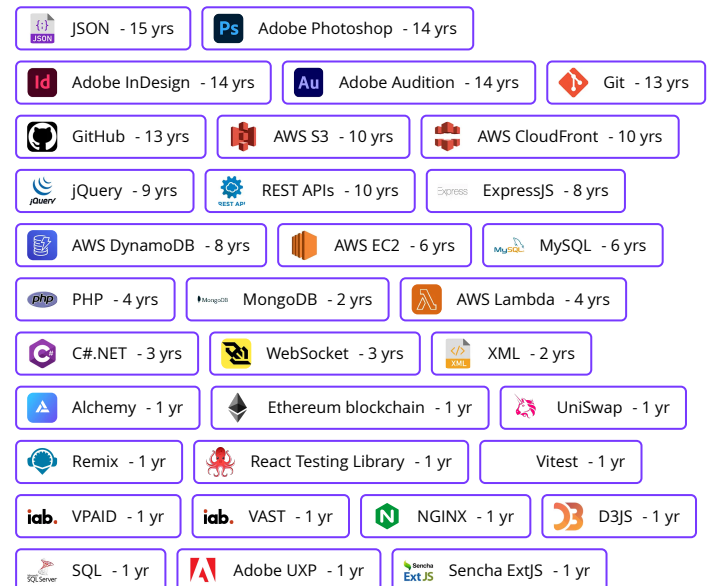
Junta 07/2013 - 09/2014

Developed new features for a custom content management system, including safety tools for administrators to manage websites with community and messaging systems. Enhanced high-traffic websites by improving design, optimizing user experiences, and upgrading video functionality to better meet user needs.

Primary Tech Stack



Additional Skills



see website for more information!
[KRAMERGATOS.COM](https://kramergatos.com)