

# Joe Toh Djojo



## Software Engineer

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## 01 SUMMARY

Experienced Full-Stack Software Engineer with **8+ years** building scalable web applications using React.js, Node.js, Express.js, Next.js, PostgreSQL, MongoDB, and GraphQL, **delivering high-performance solutions** while adhering to CI/CD and agile methodologies. Proven expertise in RESTful APIs and microservices architecture, complemented by a **dedication to technical mentorship** through Girls Who Code and STEM education initiatives, combining strong problem-solving abilities with excellent communication skills to drive innovation.

## 02 EMPLOYMENT HISTORY

12/2018 — 10/2024

### Staff Engineer at The Daily Beast

New York, NY

Architected and led high-impact engineering initiatives:

- Engineered a React-based component library for The Daily Beast's Obsessed, establishing a reusable foundation for future spin-off sites while driving new revenue streams.
- Optimized ad stack performance by restructuring script loading patterns, implementing HTML5 async/defer attributes and strategic tag placement, reducing initial header-bidding request time by 50% and significantly increasing ad impressions.
- Developed full-stack features for internal CMS using GraphQL, PostgreSQL, and React, streamlining content management workflows and improving company productivity.
- Implemented data-driven recirculation products that boosted user retention and page views, directly impacting ad revenue.

Led technical mentorship programs:

- Created and facilitated bi-weekly "Teachable Thursdays" engineering sessions, fostering knowledge sharing and technical growth across the team.
- Mentored interns in building a full-stack voter information platform using React, Node.js, GraphQL, and PostgreSQL, enabling users to access comprehensive ballot data.

06/2018 — 10/2018

### Software Engineer at The New Yorker

New York, NY

Led front-end development using React and SSR for The New Yorker's digital subscription platform:

- Engineered AdBlock-resistant paywall and advertising solutions, leveraging advanced DOM manipulation techniques and custom script loading patterns, driving record-breaking daily subscription conversions.
- Developed dynamic article recirculation components using React, incorporating user behavior analytics to optimize content discovery and increase session duration.
- Architected server-side rendered React features for the Customer Growth team, implementing performance-optimized solutions that increased subscription conversion rates.
- Built A/B testing infrastructure integrated with Optimizely, enabling data-driven headline optimization on the homepage and improving click-through rates.

04/2017 — 05/2018

## Front End Developer at AT&T

New York, NY

- Spearheaded the effort to revamp the front-end design of the new att.com, harnessing the power of parallax effects, a tailored video player, and cutting-edge web development tools to craft a captivating user experience for potential customers.
- Collaborated seamlessly with the back-end team proficient in Adobe Target, Adobe Experience Manager, and Akamai to devise seamless integration solutions with Single Page Application (SPA) frameworks like React and Angular.
- Designed and implemented internal tools, including a user-friendly UI tool capable of converting raw JSON data into spreadsheet format, enhancing our team's workflow and overall development experience.
- Championed weekly training sessions for colleagues, emphasizing ES6, ReactJS, Redux, and fundamental concepts of functional programming.
- Served as the lead developer for AT&T's marketing landing pages, including the TV page ([www.att.com/tv](http://www.att.com/tv)) and the accessories page ([www.att.com/accessories](http://www.att.com/accessories)).

03/2017 — 04/2017

## Front-End Developer at XXIX

New York, NY

- One-month contract with XXIX, delivering front-end support.
- Collaborated with the design team to implement parallax animations and browser-friendly UI enhancements, driving higher engagement and conversions.
- Offered architectural guidance for projects such as <https://www.aidaeats.com> and <https://bethcomstock.info>, alongside other strategic initiatives, to boost sales and brand exposure.

08/2016 — 11/2016

## Mentor at Devmountain

Dallas, TX

- Guided a class of 20 students through the process of becoming full-stack, job-ready, web developers in just 12 weeks.
- Led lectures on each component of the MongoDB, ExpressJS, AngularJS, NodeJS (MEAN) stack.
- Scheduled weekly one-on-one meetings with students to track their progress and to readjust my teaching methods to cater to their individual needs.
- Worked alongside the lead instructor and the campus director to ensure the students' success.

## 03 EDUCATION

May 2016 — Aug 2016

## Graduate of DevMountain

Provo, UT

### MEAN Full Stack Web Development

- A 13 week full-stack coding bootcamp that focuses on web development via the MEAN stack (MongoDB, Express, AngularJS, and NodeJS).
- Additionally mini-workshops and guest instructors were provided to teach ReactJS and PostgreSQL.
- The initial 6-weeks focused on lectures and working on projects to ensure comprehension.
- Two weeks of the course was spent on an individual project that taught us planning and time-management.
- Another two weeks was spent on a group project which allowed us to develop communication skills, identify and delegate the individual tasks needed to complete the project, and to provide support to our team mates to help unblock their work.