

Joel Alenchery

Engineering Manager [Frontend Platform] @Forto

Berlin, DE

✉ joel@alenchery.org

[in joel-alenchery](#) [icecubed](#) [icecubed](#) [icecubed](#) [icecubed](#)



A strategic engineering leader and full stack professional with over 15 years of experience building and scaling technology teams. My passion lies in creating efficient development ecosystems while enabling engineers to perform their roles effectively. I have successfully built and led frontend platform teams, established engineering vision and culture, and implemented design systems that bridge technical and design disciplines. My technical foundation includes architecting horizontally scalable backends, distributed RESTful API services, and modern, highly interactive web applications using frameworks like React, Angular, and Vue. I excel at identifying cross-cutting concerns, driving standardization, and fostering collaboration across engineering, design, and product teams to deliver exceptional user experiences.

WORK EXPERIENCE

Engineering Manager, UI Platform Team at Forto

April 2022- Current

📍 <https://forto.com/>

Skills acquired: react | typescript | material ui | radix ui | tailwind | design systems | design tokens | figma integration | vite | webpack | ci/cd | roadmaps and okr planning | developer experience | agile methodology | cross-cutting concerns | cross-functional collaboration

Forto is a leading digital freight forwarder and supply chain technology platform transforming the movement of goods across the globe. The company combines data analytics, integrated logistics processes, and a scalable technology platform.

Founding leader of the UI Platform team addressing cross-cutting frontend concerns and bridging engineering, design, and product disciplines.

- Founded and scaled the UI Platform team, establishing its vision, mission, and culture while recruiting 4 talented engineers (3 senior, 1 junior).
- Identified and prioritized engineering pain points through platform-wide surveys and stakeholder interviews, creating data-driven roadmaps aligned with both developer experience and business goals.
- Led the standardization of frontend-to-backend communication by developing a unified HTTP library, centralizing authentication, logging, and monitoring while reducing onboarding time for new engineers.
- Orchestrated a complex, organization-wide migration from Material UI v4 to v5, implementing a bridge solution that allowed gradual upgrades without disrupting product development.
- Designed and built an observability dashboard tracking migration progress, enabling teams to identify specific areas needing attention with exact file locations and line numbers.
- Established a cross-team task force of volunteer engineers to drive the component library migration, reducing completion time from an estimated 18 months to 6-8 months.

SKILLS

Engineering Leadership

Advanced

team building | engineering strategy | cross-functional collaboration | technical mentorship | developer experience

Techniques

Advanced

web applications | distributed architecture | micro services | mobile first, responsive design | test-driven development | agile methodology | stateful ui design

Frontend

Advanced

react | typescript | design systems | material ui | radix ui | tailwind css | angularjs | vuejs | html | css

Backend

Advanced

nodejs | python

Data Stores

Advanced

mysql | postgresql | riak | solr | redis | memcached

Devops

Intermediate

google cloud | docker | jenkins | circle ci

EDUCATION

PG-Dip Internet and Enterprise Computing at Nottingham Trent University

- Partnered with design leadership to implement design tokens and create automated workflows from Figma to production code, eliminating manual color and typography updates.
- Led the development of Forto's first comprehensive design system for the customer-facing Ship application, dramatically reducing development time and design-engineering handoff friction.
- Modernized the frontend build system by upgrading from Webpack to Vite, reducing cold start times from 90+ seconds to under 1 second and cutting hot module replacement times to near-instant.
- Initiated and managed the "Pixel to Product" newsletter to improve cross-functional communication about platform changes and upcoming improvements.

Principal Software Architect at Nexsales Inc

March 2016- April 2022

📍 <http://www.nexsales.com/>

Skills acquired: nodejs | angularjs | vuejs | riak | mysql | postgresql | beanstalkd | redis | memcache | solr | webpack | material design | webrtc | websockets | rest apis | jira | confluence | git | jenkins | cloud compute engine | cloud functions | cloud run | cloud pub sub | cloud tasks | cloud build | docker | terraform

Nexsales is a sales acceleration company specializing in demand generation and lead discovery.

As their principal architect, I was instrumental in designing and bringing to market 2 major products from scratch.

- Products that I helped build from the ground up:
 - Voicereach:** A sales conversation enabler with an SLA to provide 8X boost in productivity
 - RightLeads:** A proprietary lead discovery engine using machine learning to find and score relevant leads in an ever-growing database focusing on IT security
- Managed individual project priorities and deliverables while mentoring a team of 5 software engineers
- Implemented early single-page app in AngularJS leveraging WebRTC for in-browser VoIP capabilities
- Early adopters of a single-page app in AngularJS leveraging WebRTC to implement VoIP in browser.
- Created horizontally scalable and highly available data store using Riak DB
- Designed intuitive UI and backend for building complex search queries over large contact datasets
- Implemented scalable distributed file processing pipeline for large data files (100k-10M records) using Google Cloud Platform services

Technical Lead at CitiusTech May 2012- February 2013

📍 <https://www.citiustech.com/>

Skills acquired: asp.net | asp.net mvc | c# | javascript | xml based webservises | performe svn

2006 - 2008

Major courses: intelligent business systems | intelligent systems (ai) | enterprise computing | object oriented analysis & design | internet programming | advanced computer networks | security in computing | data structures

Grade: High 2:1

Bachelor of Engineering

Computer Engineering at Don Bosco Institute of Technology - Mumbai University

2001 - 2005

LANGUAGES

English

Native speaker

Hindi

Native speaker

Malayalam

Native speaker

Marathi

Beginner

German

Beginner

INTERESTS

Reading

Skills acquired: science fiction | biographies | technology | military history | aircrafts

Table Top Gaming

Cooking

CitiusTech provides healthcare technology services to medical technology companies, providers, payers and life sciences organizations.

Led maintenance of a web-based medical imaging application, implemented new features in web annotations, and contributed to roadmap planning for ASP.NET MVC 4.0 rewrite.

Senior Software Engineer at ISG eSolutions

May 2009- April 2012

📍 <https://www.isgesolutions.com/>

Skills acquired: asp.net | ms sql 2005/2008 | c# | javascript | html | sitefinity cms | jquery | telerik | ajax | memcache | multi-threading | mongodb | webservives | web apis | backbone.js | jquery | less

ISG eSolutions provides hospitality and travel solutions.

- Developed a competitor analysis platform using web scrapers, built low-latency feeds for travel metasearch engines, and implemented booking modules with third-party integrations.
- UK-based travel websites using a pseudo SPA approach before the popularity of ASP.net MVC.

Engineering Intern at Nokia **June 2007- June 2008**

📍 <https://www.nokia.com/>

Skills acquired: symbian c++ | perl | python | xml | uml | java | symbian os | series 60 | uiq | android | enterprise architect

Symbian Software Limited develops and markets operating system software used by Nokia, Motorola Samsung mobile, and smartphones.

Worked with the Location and Connect team integrating location-based services into Symbian's mobile OS. Created technology demonstrators by modifying hardware abstraction layers to work with Bluetooth GPS devices and developed automation scripts for documentation.

Junior Software Engineer at Interface Systems Group

July 2005- May 2006

📍 <http://www.interfacesystemsgroup.com/>

Skills acquired: c# | vb.net | sql | html | javascript | xml | css | asp.net | ms sql | lbl gen pro

Developed, tested and maintained web applications, joining the company after a successful 6-month internship.