

JOE COCCO

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PROFESSIONAL SUMMARY

Collaborative, analytical, and customer-focused front-end engineer with 18+ years of experience building scalable, accessible UI systems across startups and enterprises. Strategic thinker and problem-solver with deep expertise in design systems, responsive architecture, and developer enablement. Known for translating product vision into user-centric, scalable digital experiences.

Career Highlights

- **Led change management efforts during DocuSign's rebrand**, enabling seamless UI transitions across teams while maintaining component reusability and developer productivity.
- **Launched Honor's ed-tech web platform from scratch**, enabling cross-device access for students and instructors and replacing previously exclusive macOS/iOS-only access.
- **Reduced UI duplication and onboarding time for engineers** unfamiliar with design systems by delivering a reusable component framework at Quantified AI that cut new feature development time by .

PROFESSIONAL EXPERIENCE

Quantified AI | Austin, TX (Remote Role)

A sales simulation platform that uses AI avatars to coach communication and presentation skills.

FRONT-END ENGINEER (Contract), Oct 2024 – Present

Lead front-end architecture and UI quality for a greenfield Angular web app that initially lacked responsiveness, accessibility, or reusable components. Brought in to establish foundational UI systems and enable scalable, inclusive product development across a small, fast-paced startup team. Contributed to front-end CI/CD process integration to streamline component release and testing.

- **Accelerated development and improved design consistency** by creating a reusable Angular component library and internal design system, replacing scattered UI implementations.
- **Expanded product access and usability** through transforming the app into a fully responsive, cross-device experience and embedding accessibility best practices aligned with WCAG.
- **Enabled long-term scalability** by documenting components in Storybook and mentoring the team through code reviews and hands-on training in modern UI development.

Honor Education | San Francisco, CA

Ed-tech platform enabling collaborative learning via Instructor and Learner apps.

DIRECTOR OF ENGINEERING, May 2022 – Sep 2024

Directed front-end engineering through a pivotal shift from native-only platforms to responsive, web-based applications. Built and scaled a team of developers, led the architecture of three new web apps from the ground up, and established foundational practices in accessibility, responsive design, and component reuse.

- **Enabled cross-platform access and user equity** by launching the company's first responsive web apps, replacing the macOS app and complementing the existing iOS experience.
- **Accelerated development velocity** through architecting a shared React + Next.js component library in a monorepo, supporting rapid iteration across multiple apps.
- **Increased operational efficiency** by building an internal admin console and refactoring the Instructor app for performance, maintainability, and cohesive user experience.

DocuSign | San Francisco, CA (Apr 2013 – May 2022)

A global leader in eSignature and agreement cloud solutions used to digitally manage contracts and workflows.

DIRECTOR OF ENGINEERING, Feb 2020 – May 2022

Led the evolution of DocuSign's design system through a company-wide rebrand and post-acquisition integration effort. Focused on scalable UI theming, accessibility compliance, and enterprise-wide adoption of front-end standards. Led UI change management during acquisition rollouts, balancing brand alignment with team autonomy.

- **Enabled rebrand adoption across ~10 applications** through architecting a UI theming system that allowed teams to incrementally migrate to the new branding without disrupting legacy users.
- **Supported accessibility maturity and compliance** by leading accessibility initiatives, expanding WCAG-aligned practices, and collaborating cross-functionally to deliver inclusive experiences.
- **Strengthened design system governance**, implementing cross-team collaboration and guest contributor onboarding.

DocuSign | San Francisco, CA

SENIOR ENGINEERING MANAGER, May 2017 – Feb 2020

Spearheaded a growing front-end platform team during DocuSign's transition from AngularJS to React. Oversaw accessibility initiatives and design system scaling across a growing global engineering organization.

- **Accelerated development across multiple teams**, rebuilding the design system in React and documenting it in Storybook for seamless internal adoption.
- **Improved accessibility across the product suite** by launching an accessibility program, publishing internal guidelines, and delivering multiple WCAG-compliant applications.
- **Streamlined distributed collaboration** through governance frameworks, team education, and real-time design/dev coordination practices.

DocuSign | San Francisco, CA

ENGINEERING MANAGER, Aug 2015 – May 2017

Formally launched DocuSign's first design systems team to bring structure, reuse, and scalability to the front-end layer of its expanding product ecosystem.

- **Established a centralized UI infrastructure** by launching the design systems team, initiating component standardization, and aligning design and engineering workflows.
- **Improved stakeholder collaboration** by creating contribution models and a feedback loop for evolving the system in step with product needs.

DocuSign | San Francisco, CA

SENIOR SOFTWARE ENGINEER, May 2014 – Aug 2015

Pioneered DocuSign's first shared component and style libraries to replace fragmented UI implementations with reusable, scalable front-end solutions.

- **Accelerated feature development across teams**, launching a company-wide CSS/JS toolkit with live code examples and usage documentation, improving UI consistency.
- **Expanded adoption and usability** by enabling accessibility support, responsive layouts (down to IE8), and flexible distribution via CDN, package manager, and manual downloads.

Cartavi (acquired by DocuSign) | Chicago, IL

Real estate document management startup offering secure file sharing and workflow tools for agents and clients.

SENIOR SOFTWARE ENGINEER, Jan 2010 – May 2014

Served as the sole front-end engineer for the company's first three years, building the UI from the ground up and contributing to product growth that led to acquisition by DocuSign.

- **Built the front-end UI from scratch**, including architecture, responsive layout, and performance-optimized custom components.
- **Enabled seamless document workflows** with in-browser viewing via PDF.js and integrated tools for faxing, forms, and e-signatures.
- **Boosted scalability and development speed** by refactoring from .NET WebForms to MVC3.

EARLIER CAREER

- **Front-End Product Engineer – Guaranteed Rate, Chicago, IL**
Built a consumer-facing online mortgage application using .NET MVC3. Integrated multiple third-party systems to streamline user workflows.
- **Senior Integration Consultant – West Monroe Partners, Chicago, IL**
Delivered front-end solutions for multiple clients in document management and portal design. Led UI development efforts and mentored junior engineers.

TECHNICAL SKILLS

- **Languages & Frameworks:** JavaScript, TypeScript, HTML5, CSS3, Sass, React, Angular, Next.js, Node.js
- **Tools & Libraries:** Storybook, Webpack, NPM, Git, Playwright, Selenium, PDF.js
- **Architecture & Practices:** Design systems, component libraries, responsive design, accessibility (WCAG), performance optimization, cross-browser support, UI testing, CI/CD
- **Platforms & Environments:** AWS, Docker, Linux, CDNs, internal package managers

EDUCATION

University of Illinois at Urbana-Champaign | Bachelor of Science (B.S.) in Computer Engineering