

# Gilbert R. Reimschuessel

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**Principal front-end engineering leader with over 20 years of experience** building scalable web platforms, design systems, and high-performing teams. Known for **bridging engineering and design** to deliver intuitive, accessible, and maintainable user interfaces at scale. Thrives in **player/coach** roles, combining architectural vision with hands-on coding to improve developer experience and product quality across organizations.

## Career Highlights

- **Principal-level leadership** in building and scaling platform-level front-end systems, including F5's Design System and Common UI, adopted across dozens of teams and enterprise applications.
- **Expert in reusable UI architecture** — React, Web Components, shared SDKs, and developer tooling that improve scalability, performance, and accessibility across product lines.
- **Proven player/coach** — mentoring engineers, driving best practices, and fostering adoption of standards that improve developer experience and cross-team collaboration.
- **Track record of innovation** — founded and sold a SaaS usability testing platform used by Disney, Intuit, and Getty Images; shaped UX and design standards at Artsy during rapid growth.

## Experience

### Principal Software Engineer – F5

*Oct 2022 – Jul 2025 · Remote*

- **Led platform engineering initiatives** for the Big-IP Common UI and F5 Design System, supporting dozens of teams and F5's enterprise applications.
- Architected **shared UI platform components, libraries, and developer tooling** to ensure scalability, accessibility, and performance across the product ecosystem.
- Directed **design system strategy and adoption**, building scalable React and Web Component libraries with robust documentation, testing, and CI pipelines.

- Partnered cross-functionally to define **UI standards, accessibility guidelines (WCAG)**, and best practices for design system integration.
- Mentored engineers on **front-end architecture, React best practices, and CI/CD workflows**, accelerating delivery and improving developer experience.

#### **Senior Software Engineer → Senior UI Engineer – F5 (Promoted)**

*Apr 2019 – Sep 2022 · Draper, UT*

- Delivered high-impact UI and full-stack features across multiple product lines, balancing rapid delivery with **code quality and user experience best practices**.
- Developed **core design system components** to ensure consistent, accessible UI across product teams.
- Collaborated with designers and engineers to deliver **UI libraries with strong adoption and maintainability**.

#### **Senior Software Engineer – Strala**

*Feb 2018 – Mar 2019 · Lehi, UT*

- Built and maintained **platform-level functional test automation** to improve product reliability and accelerate delivery across multiple teams.
- Delivered **full-stack features** leveraging Elixir/Phoenix APIs and React, ensuring performance and maintainability.
- Partnered with engineering leadership to **streamline CI/CD processes** and improve developer experience.

#### **Senior Frontend Engineer – Aptible**

*Jul 2015 – Jan 2018 · Remote/Irvine, CA*

- Led front-end architecture for Aptible's **Ember.js dashboard**, backed by multiple Rails API microservices, ensuring scalability and performance.
- Designed and implemented **shared UI patterns** to accelerate feature development and maintain visual consistency across the platform.
- Built and maintained Aptible's **public marketing site** from the ground up, collaborating with design and product to deliver high-quality, brand-aligned user experiences.

- Contributed to developer tooling and processes, improving test coverage and deployment reliability.

### **Senior Software Engineer – Artsy**

*Jan 2011 – Jul 2015 · New York, NY*

- Served as a senior team member guiding **UX standards, front-end architecture, and design system patterns** across multiple web and iOS applications.
- Developed thick-client JavaScript applications served by a Rails/Grape JSON API, consumed by **three Backbone.js-driven web clients** and multiple iOS apps.
- Established **reusable UI components** and performance best practices to improve maintainability and reduce development time across projects.
- Partnered with designers, product managers, and engineers to rapidly evolve prototypes into production-ready experiences while maintaining high accessibility and visual quality.

### **Owner / Operator – Independent Consultant**

*Dec 2007 – Jan 2011 · Salt Lake City, UT*

- Led and delivered web software projects for clients in the US and Japan, covering **architecture, development, and UX consulting**.
- Built a **multi-language Ruby on Rails social networking platform** for Japanese market (mobjet.jp), optimized for mobile devices.
- Designed and developed **self-publishing platform** (YouPublish.com) with over 15K users across US, Japan, and China.
- Delivered **custom e-commerce solutions** including real-time inventory updates for OverstockDrugstore.com.
- Provided usability consulting and product development for NYC TechStars alumni RedRoverHQ.com.

### **Co-Founder / Designer / Software Engineer – OpenHallway**

*May 2009 – Jun 2010 · Salt Lake City, UT*

- Conceived, designed, and developed a **web-based SaaS usability testing platform** used by Disney, Intuit, and Getty Images.

- Built the application in **Ruby on Rails** with a Java applet for cross-platform screen and audio recording.
- Led branding, UX, and visual design for the product.
- Achieved acquisition by TryMyUI.com in June 2010.

### **Software Engineer – Raytheon Oakley Systems, Inc.**

*Jun 2006 – Dec 2007 · Salt Lake City, UT*

- Implemented **UI redesigns** for flagship J2EE product, SureView, improving usability of its screen recording replay and live network content analysis tools.
- Collaborated with product management and QA to ensure compliance with enterprise security and performance requirements.

### **Software Engineer / Project Manager – Accelas Inc. (DBA Objective Inc.)**

*May 2004 – Jun 2006 · Salt Lake City, UT*

- Delivered **dozens of custom web development projects** for advertising agencies, meeting aggressive deadlines and diverse platform requirements.
- Led teams of 2–3 developers, overseeing architecture, implementation, and client communication.
- Migrated internal CMS product (TweakCMS) from ASP/SQL Server to PHP/MySQL, improving scalability and maintainability.
- Gathered client requirements, scoped projects, and provided technical estimates to agency partners.

## **Education**

### **Bachelor of Computer Science**

University of Utah, 2005

### **Associate of Computer Science with University Honors**

Weber State University, 2001

### **Associate of General Studies with University Honors**

Weber State University, 1997