

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.

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 80+ 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 80+ 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 over **200 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