Joel Alenchery

Engineering Manager [Design System] @Aleph Alpha

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A **strategic engineering leader** with over **17 years of experience** building and **scaling high-performing technology teams** from startups to scale-ups. I remain deeply **hands-on**, bridging **strategic vision** and **technical execution** while specializing in **frontend platform engineering**. My technical foundation spans **distributed backends** to **interactive frontend applications**, with expertise in implementing **robust design systems** and driving **platform-wide standardization** through close collaboration across engineering, design, and product teams.
As a manager, I prioritize **building strong teams** through effective **hiring**, **mentorship**, and creating environments where engineers excel. In the era of **AI-assisted development**, I elevate practices beyond code generation to **architectural thinking** and **sustainable system design**, ensuring teams distinguish between short-term fixes and long-term value while **aligning initiatives with business goals**.

WORK EXPERIENCE

Engineering Manager, Design System Team at Aleph Alpha
June 2025- Current

📍 https://aleph-alpha.com/

Skills acquired: vuejs | typescript | unocss | storybook | tailwind | design systems | design tokens | accessibility | ai workflow integration | figma integration | vite | ci/cd | release management | roadmaps and okr planning | developer experience | agile methodology | cross-cutting concerns | cross-functional collaboration

Aleph Alpha is a German AI company specializing in large language models (LLMs) with a focus on transparency, data sovereignty, and compliance with European regulations.
As the Engineering Manager for the Design System team, I am responsible for frontend platform strategy, team building, and establishing design-engineering collaboration practices.

- Scaled the engineering capability by revamping frontend interview process for AI-assisted development era, shifting focus to architectural thinking over code writing. Personally conducted 20+ interviews, successfully hiring 4 senior engineers while training senior engineers on the new methodology.

- Established a "One Team" culture by developing strong design-engineering partnerships through regular sync meetings, actively listening to design team pain points and prioritizing design-led initiatives that improved collaboration.

- Conducted comprehensive stakeholder interviews and developer surveys identifying organizational gaps, synthesizing findings into clear leadership presentations and actionable roadmaps

- Workshopped and defined the team's vision and mission with stakeholders, creating clarity around purpose and building organizational alignment.

- Navigated complex organizational dynamics to build consensus on technical approaches, including hybrid solutions that balanced speed-to-market with quality requirements.

SKILLS

Engineering Leadership

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

Techniques

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

Frontend

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

Backend

nodejs | python

Data Stores

mysql | postgresql | riak | solr | redis | memcached

Devops

google cloud | docker | jenkins | circle ci

EDUCATION

PG-Dip Internet and Enterprise Computing at Nottingham Trent University
2006 - 2008

- Operationalized platform quality by building canary release workflows and observability scripts, providing the data needed to make transparent, defensible platform decisions.

- Led technical execution on critical infrastructure, including a complete design token overhaul. Proved the architectural viability and wrote automated migration scripts that resolved ~80% of breaking changes for downstream teams.

- Delivered high-stakes product requirements by collaborating with the Portal team to design and build AAA-compliant components, meeting stringent government accessibility standards.

Engineering Manager, UI Platform Team at Forto April 2022- April 2025

📍 https://forto.com/

Skills acquired: react | typescript | material ui | radix ul | 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.

- 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.

- Initiated and managed the "Pixel to Product" newsletter to improve cross-functional communication about platform changes and upcoming improvements.

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

Principal Software Architect at Nexsales Inc **March 2013- 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, and 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 webservices | perforce svn

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 | webservices | web apis | backbone.js | jquery | less

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

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 | llbl gen pro