

Alexis Jain

Engineering Manager, Web & Frontend Platforms

React • Next.js • Headless CMS • Growth & Experimentation • High-Traffic Platforms

San Francisco Bay Area

alex.jain@gmail.com | 510-682-5246

LinkedIn: [linkedin.com/in/alexjain](https://www.linkedin.com/in/alexjain)

Portfolio: <https://alexjain.com>

Summary

Engineering leader with 25+ years of experience building, scaling, and modernizing high-traffic web and commerce platforms. Deep expertise in React, Next.js, Node, and headless CMS architectures, with a strong track record of growing teams, evolving platforms from legacy systems to modern stacks, and driving measurable business impact across growth, SEO, conversion, and international expansion. Known for pragmatic technical leadership, operational excellence, and empathetic people management.

Experience

ClickUp — Senior Web Engineering Manager

Aug 2022 – Present | Remote

- Established and scaled the web engineering function, growing the team from 3 to 6 engineers and supporting multiple promotions while fostering a high-bar engineering culture.
- Led migration to a modern React/Next.js architecture with Contentful headless CMS and dedicated AWS infrastructure, improving scalability, reliability, and team autonomy.
- Transformed publishing velocity from ~5 pages per week to thousands per day, scaling the site from ~500 to 100,000+ pages and evolving the team into a revenue-focused conversion platform.
- Implemented mature CI/CD, SDLC, and observability practices, including Datadog multi-region synthetic testing integrated directly into deployment pipelines.
- Drove global localization using DeepL and OpenAI-based workflows, enabling translated home, pricing, and blog content that accelerated international growth and SEO reach.
- Executed long-tail SEO strategies targeting high-intent, low-cost keywords, unlocking scalable conversions impractical to achieve manually.
- Implemented OneTrust for privacy compliance and GrowthBook for experimentation and feature flagging; enabled CRO and paid conversion teams with AI-assisted builders and self-service CMS workflows.
- Built and packaged design systems and reusable UI components (Storybook-documented) to support both engineers and AI-driven content composition.

- Integrated AI tools (Claude, Cursor, GitHub Copilot, ChatGPT, Gemini, Builder.io) into the SDLC, increasing PR throughput by ~50% with the majority of changes AI-assisted.
 - Automated SDLC overhead such as release notes, PR review assistance, task updates, and executive reporting, freeing teams to focus on higher-value work.
 - Owned integration and governance of marketing technology including Google Tag Manager, Marketo Forms, and Segment analytics.
-

DocuSign — Senior Manager, Software Engineering (Commerce & Web Channel)

Apr 2018 – Aug 2022 | San Francisco, CA

- Led global web and commerce engineering for DocuSign's corporate web properties during rapid growth and public-company transition.
 - Owned platform strategy and delivery for high-traffic marketing, cart, and checkout experiences supporting IPO and post-IPO scale.
 - Defined and delivered the future DocuSign.com architecture, transitioning from legacy systems to a modern, headless, API-driven platform.
 - Led adoption of a React-based frontend with Contentful CMS, enabling modular development and faster iteration.
 - Migrated from a monolithic commerce platform to a custom React frontend backed by GraphQL services.
 - Re-architected cloud infrastructure for global availability, performance, and reliability while systematically reducing technical debt.
 - Established shared component libraries and modular design systems to improve quality and development velocity.
 - Scaled and mentored engineering teams; improved agile maturity, delivery predictability, and cross-functional collaboration.
 - Partnered with product, design, marketing, legal, and security on GDPR, privacy, and compliance initiatives.
-

Publicis Sapient — Experience Technology Manager

Dec 2003 – Feb 2016 | San Francisco (including London expat assignment)

- Held progressively senior leadership roles spanning delivery, architecture, and people management across large, global client engagements.
- Led distributed teams of 2–22 engineers delivering enterprise-grade web and digital commerce platforms.
- Served as a domain leader for engineering standards, delivery quality, performance, accessibility, and maintainability.
- Owned frontend architecture for complex, multi-market platforms across retail, media, and consumer technology.
- Led a London expat assignment to take over frontend leadership for Marks & Spencer's Multi-Channel Foundation Program.

- Executed recovery plans by resetting scope and timelines, transitioning from waterfall to agile, and improving cross-geo collaboration.
- Established engineering best practices, delivery hygiene, and code quality standards.

Representative clients: Sony Electronics, Sony Global, Marks & Spencer, Walt Disney World, Activision, Nokia Technologies (OZO), PG&E, Harley-Davidson

XUMA — Senior Solutions Architect (Pre-Sales Consulting)

Feb 2000 – Dec 2001 | San Francisco, CA

- Led enterprise pre-sales solution architecture, translating business needs into end-to-end technical designs.
 - Designed on-premise data-center architectures including capacity planning, redundancy, and scalability (pre-cloud era).
 - Architected enterprise commerce solutions using ATG Dynamo and advised on customization and integration strategies.
 - Produced RFP/RFI technical documentation and served as technical authority in sales and partner engagements.
-

Sapient — Consultant

1997 – 1999 | San Francisco, CA

- Technology consultant in the Energy Services vertical supporting enterprise clients such as Williams Energy, Texas Instruments, and Molex.
 - Designed and built data-driven enterprise systems using PL/SQL, PowerBuilder, Java, ASP, HTML, and CSS.
 - Developed a strong foundation in enterprise delivery, client communication, and consulting discipline.
-

Quantum Corporation (acquired by Maxtor) — Advanced Interface Engineer

Jun 1995 – Dec 1997 | Milpitas, CA

- Selected for UC Berkeley Engineering Co-op Program; contributed to R&D on high-speed hard-drive interfaces.
 - Designed and simulated high-speed I/O interfaces (Ultra DMA, IEEE 1394 / FireWire).
 - Modeled signal integrity using SPICE and CAD tools; designed I/O cells and fabricated internal test boards.
-

Education

University of California, Berkeley

B.S. Electrical Engineering & Computer Science

Skills

- Frontend: HTML, CSS, React, Next.js, JavaScript, TypeScript
- Backend / Platform: Node.js, GraphQL, AWS, Cloudflare
- CMS & Content: Contentful, Adobe AEM, Headless CMS architectures, WordPress, Drupal
- Growth & Analytics: SEO, CRO, Experimentation, GrowthBook, Optimizely, Google Tag Manager, Google Analytics, Segment Analytics, Marketo, Datadog
- Leadership: Team building, mentoring, delivery management, cross-functional collaboration
- AI-Assisted Development & Tooling: Cursor, Claude, GitHub Copilot, ChatGPT, Gemini, Builder.io
- Languages: Tagalog (native/bilingual), Spanish (elementary)