

Asif Rahman

SR. STAFF SOFTWARE ENGINEER

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Professional Summary

Senior Staff Engineer with **20+ years** of experience leading cross-platform web architecture and developer experience at scale for fintech, enterprise SaaS, and identity governance products. Proven ability to unify fragmented platforms into scalable monorepos, optimize global CI/CD workflows, and deliver high-performance, reusable UI systems that accelerate development velocity across organizations of **50+ engineers**. Recognized for driving technical vision, cross-functional alignment, and best-practice adoption across complex, multi-team ecosystems.

Core Competencies

- **Platform & Front-End Architecture:** Deep expertise in system-level architecture, scalable **monorepos**, modular front-end ecosystems, and microfrontend patterns. Proven track record building **design systems** with cross-platform cohesion (web, iOS, Android), reusable component architectures, adaptive UI, and performant rendering at scale.
- **Developer Experience & CI/CD:** Extensive experience with major CI/CD platforms and pipelines-as-code best practices. Creator of custom DevEx tooling and "paved paths" that improve developer velocity, quality, and onboarding across large orgs. Skilled in telemetry, observability, and build optimization.
- **Cloud & Infra:** Proficient across AWS, Azure, and GCP with expertise in infrastructure-as-code (Terraform, CloudFormation) and containerization/orchestration (Docker, Kubernetes).
- **Leadership & Vision:** Thought leader and technical evangelist, aligning vision and execution across functions, mentoring engineers, and guiding architecture governance at org-wide scale.

Professional Experience

SailPoint Technologies

Mar 2024 – Present

Senior Staff UI Engineer & Domain Lead (DevEx-UI)

- Led front-end platform strategy for SailPoint's identity governance suite, migrating from **30+ fragmented frontend repositories** with complex version management and slow release cycles to a unified **Nx monorepo** with automated code mods, standardized workflows, and centralized dependency management while minimizing disruption to delivery teams.
- Designed and implemented new CI/CD pipelines with **custom reporting and actionable notifications**, reducing build and deploy times by **~50%** and improving troubleshooting efficiency.
- Developed a highly configurable, **drop-in** replacement datatable implementation that enabled the rapid wide-scale delivery of long awaited customer features such as user preference and state persistence, achieved via **local-first** state management and sync across microfrontends. This solution needed to address numerous bespoke requirements to satisfy the diverse needs across the product suite, **reducing the original time and capacity estimations** for this project dramatically.
- Recently entrusted with an expanded role as **Developer Experience & AI Enablement** Domain Lead for UI, shaping org-wide standards, governance frameworks, adoption strategies and teaching best practices when leveraging AI tools (e.g., Cursor, Claude, GitHub Copilot, Ollama) to improve velocity, quality, and consistency across engineering while ensuring cost-effective usage of context/tokens.

Block Inc. (Cash App)

Nov 2021 – Mar 2024

Software Engineer (L7 IC) - Cash OS Web / Cash Web Platform

- Technical lead for **OS Web** (Cash App's Web Platform team), providing all Cash Web Teams with essential platform level libraries, e.g. web design system components, centralized i18n and observability tooling, monorepo support and governance, and other developer tools, e.g. testing and automation plugins for consistent and reliable visual regression testing.
- Kickstarted the **cash-design-system** repo, providing the first cross-platform source of truth for design tokens and primitives that automated the generation of semantically versioned web, iOS, and Android packages and artifacts, finally eliminating drift across the client platforms and streamlining design updates across all product surfaces during the rollout of **Arcade**, CashApp's latest design language.
- Led front-end strategy for migrating high-traffic web experiences (e.g., CashTags, Receipts) from Ember to React, introducing SSR and React Server Components to improve perceived performance while preserving existing deployment flows while hardening the modern web platform ecosystem our team was responsible for.
- Developed an i18n AST parser and extraction workflow that simplified the management of localized strings during development. Also collaborated cross functionally to help bootstrap other teams needing to integrate with our centralized Globalization org via CI/CD scripts that automated string submission and retrieval via pull requests.
- Developed a Webpack plugin to ensure optimal tree-shaking configuration, reducing client side bundle sizes for all web teams without any additional developer effort and preventing misconfigurations that were causing performance regressions.

UKG Inc.

Jun 2021 – Nov 2021

Sr. Principal Architect

- Led UI unification strategy post-merger with Kronos, collaborating with numerous cross-functional teams under an aggressive 180-day timeline to integrate the product offerings of both organizations into a single experience via the new UKG Mobile app, consistently advocating for and delivering the best possible user experience.
- Collaborated closely with IAM teams to ensure seamless cross-product authentication across identity providers, aligning technical vision and user experience across the suite.

Newfold Digital / Bluehost

Nov 2020 – Nov 2021

Principal Staff Engineer

- Guided migration of a large React monolith into a microfrontend architecture using Webpack Module Federation and Nx tooling.
- Designed unification strategy post-merger, combining offerings from legacy orgs under a federated frontend model.
- Served on the Technical Leadership Team, providing guidance and mentorship to Bluehost's frontend teams and establishing technical direction for their migration from a monolithic architecture to microservices and event-driven paradigms.

Sr. Software Architect & Earlier Roles

- Architected the company's first mobile app, which became the foundation for a modern write-once-deploy-everywhere frontend monorepo. The libraries developed for this ecosystem allowed teams to build Angular features once and deploy them across legacy web, modern web, and native mobile apps, intelligently tailoring the experience to each device's context and capabilities.
- Designed and implemented a secure mobile authentication solution using custom Cordova plugins to meet stringent HR/HCM security and regulatory requirements. Leveraged hardware-backed secure storage to encrypt sensitive PII data at rest, and introduced a step-up authentication model that enabled biometric login (TouchID/FaceID) for most functions while requiring multi-factor challenges for sensitive workflows, achieving both user experience excellence and regulatory compliance.
- Engineered a custom JavaScript-based Mobile Org Chart UI engine capable of rendering and navigating thousands of employee records with smooth, animated touch interactions at 60 fps, optimized to run on a wide range of mobile devices dating back to Android 4.0.
- Served as Software Architect for the Product Experience domain, overseeing the frontend platform and unified services that merged multiple generations of solutions into cohesive experiences like unified inbox and navigation.
- Earlier roles included serving as team lead and iteration manager for the Architecture Refactoring Team, worked on major projects like Platform Configurability / Rules engine, and as a Technical UX Engineer creating prototypes for the companies next-generation software and moonshot concepts.

Consulting & Earlier Career

2003 – 2012

Various Roles

- **XS Web Solutions Corp** — President: Delivered architecture consulting, cloud-native migrations, CI/CD automation, and DevOps tooling for SMBs/startups.
- **SellYourGold.com** — Senior Developer/DBA: Built secure PHP MVC-backed storefronts, CRM, reporting, and affiliate tracking systems.
- **Yadio.com / DemandX** — Web Developer: Created embeddable video players with affiliate ad logic and ACL-driven CMS.

Education**Florida Atlantic University**

M.S., Computer Science

2013
Boca Raton, Florida

- Thesis on 'Mobile Visual Search'
- Graduate studies sponsored by SNMREC/COET research grant
- Published paper for IMSA 2011 titled 'A Web-based Video Library and Annotation Framework for Marine Biology Surveys'

Florida Atlantic University

B.S., Computer Science

2009
Boca Raton, Florida

Professional and personal references furnished upon request.

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