

# Justin Tiell

Ohio, US | [linkedin.com/in/justintiell](https://www.linkedin.com/in/justintiell) | [justintiell.com](https://justintiell.com)

## Senior Frontend Architect

Senior Frontend Engineer with over a decade of experience architecting high-availability systems and enterprise-grade authentication frameworks. Expert in building secure, mission-critical B2B platforms using React and Next.js, with a proven track record of leading greenfield projects from architectural design to global deployment. Passionate about AI-accelerated delivery and integrating LLM orchestration into production-ready products.

## Technical Skills

- **Languages & Frameworks:** React (Hooks/Context), Next.js (App Router), TypeScript, Node.js, Tailwind CSS
- **Security & Identity:** Azure B2C, Clerk, Auth.js (NextAuth), OAuth 2.0, JWT Management
- **Cloud & Infrastructure:** Azure DevOps (CI/CD), Vercel, AWS, Azure Blob Storage
- **Headless & AI Tools:** Sanity CMS, GitHub Copilot, Cursor, LLM Orchestration (RAG)
- **Design Engineering:** Figma, Design Systems, Rapid Prototyping, Component Driven Development

## Professional Experience

**Senior Frontend Architect** | Betco | Feb. 2024 – Present

- **AI Systems Orchestration:** Architected a multi-agent AI orchestration layer for a production-ready MVP; designed custom logic to instantaneously resolve B2B product queries and demonstrate AI-driven support scalability.
- **Security & Data Isolation:** Engineered a secure, gated document delivery system utilizing Azure Blob Storage and Clerk; implemented granular authorization logic and pre-signed URL patterns to ensure 100% data isolation for enterprise users.
- **Release Governance:** Directed end-to-end frontend release cycles and deployment governance within Azure DevOps, managing high-stakes PR workflows and multi-stage promotion (Dev/Stage/Prod) to maintain rigorous architectural standards.
- **Technical Stakeholder Management:** Served as the lead technical authority for *mybetco.com*, overseeing a distributed third-party engineering team to ensure architectural alignment and strict security adherence during a complex Azure B2C identity integration.
- **Infrastructure & SDLC Optimization:** Spearheaded frontend infrastructure security within Azure, managing automated secret rotation and environment configurations to reduce deployment risk for mission-critical applications.

## Frontend Engineer | Betco | May 2022 – Feb. 2024

- **Greenfield Architecture:** Led the design and development of *envirozyme.com* and *1950brands.com* using Next.js and Sanity CMS, establishing the initial digital footprint and infrastructure for high-value B2B brands.
- **Performance Engineering:** Optimized core platform performance for *betco.com* (14k+ monthly users), utilizing SSR and advanced caching strategies to improve Core Web Vitals and lead submission rates.
- **Technical Mentorship:** Mentored junior developers and interns through the full software development lifecycle (SDLC), implementing code review standards and modern React best practices.

## Lead UI/UX Engineer | Root Inc. (Part of Accenture) | Oct. 2018 – Feb. 2022

- **Design Systems:** Bridged the gap between design and engineering by creating modular React component libraries from high-fidelity Figma/Adobe XD mockups, ensuring 1:1 design-to-code parity.
- **Full-Stack Integration:** Partnered with backend teams to design and consume robust APIs, managing complex state management and secure data flow for enterprise-level web applications.

## Lead Frontend Developer | Root Inc. | May 2010 – Oct. 2018

- **Digital Transformation:** Managed a portfolio of enterprise WordPress sites, transitioning legacy systems to modern, data-driven UI architectures.
- **Data-Driven Growth:** Leveraged Google Analytics to identify friction points in user flows, executing technical UI refinements that directly increased conversion rates for campaign microsites.

## Passion Project

### Co-Founder & Lead Engineer | Squidboat (sqb.dev)

- Architecting complex game mechanics and object-oriented state management for a rogue-lite auto-battler using Godot 4 and GDScript.
- Designing custom UI systems and high-performance logic for real-time game states.

## Education

### Bachelor of Science in Technology | Bowling Green State University

Major: Visual Communications Technology (Interactive Media)