

Andy Axton

Staff Front-end engineer with 11+ years of experience

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I am a self-taught software engineer with experience working across organizations of all sizes. My passion lies in crafting high-quality, user-focused experiences while contributing to scalable and efficient systems. As a “big picture” thinker, I thrive in roles that involve infrastructure, developer tools, architecture, and optimizing page performance. I bring a strong ability to scale codebases and create solutions that balance speed with maintainability.

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|---------------------------------|---|------------------------------------|
| ✓ Technical leadership | ✓ Front-end architecture and infrastructure | ✓ JavaScript / TypeScript / NodeJS |
| ✓ Technical mentoring | ✓ Web performance optimizations | ✓ React, NextJS |
| ✓ Team lead, great communicator | | ✓ End-to-end and unit testing |

Nodebase / Founder

10/2024 - current

Nodebase is a workflow CMS for product and growth teams

- Built a highly flexible, technology-agnostic CMS for multi-step, multi-flow user experiences, enabling teams to rapidly implement, experiment with, and iterate on flows like onboarding, cancellation, surveys, e-commerce checkouts and sales funnels.
- Designed a modular schema (Flow → Step → Element) with logic branching, A/B testing support, and conditional rendering to power scalable, deterministic workflows.
- Developed a lightweight SDK for frontend teams to render flows via customizable components or pre-built templates, supporting versioned deployments and real-time updates.
- Enabled non-technical teams to manage and update flows without engineering overhead—driving faster iteration cycles and empowering data-informed experimentation.
- Integrated with analytics, experiment frameworks, and third-party tools using declarative callbacks and event triggers.

Afterword / Founding software engineer

7/2023 - 5/2024

Afterword helps families navigate the loss of a loved one by providing modern, user-friendly software for the funeral home industry. As the first external engineer on the team, I played a key role in developing core features that contributed to scaling the company to serve more clients. Notable projects include:

- **Document eSign System:** Designed and implemented a system for generating and sending documents for electronic signatures from Funeral Directors to family members.
- **Quickbooks Integration:** Designed and implemented an OAuth flow for connecting a Quickbooks account and syncing invoices from Afterword to Quickbooks.
- **Multi-Tenant Website Platform:** Designed and implemented a scalable platform using NextJS and PayloadCMS for creating customizable landing pages. The new platform improved the speed of creating new sites from weeks to just days.
 - Each funeral home can have a custom theme, including colors, fonts, and typography.
 - Page builder: Created flexible, reusable blocks to share commonly used elements between funeral homes. The system also allowed for completely custom blocks for one-off elements.
 - Efficient Management: Enabled the platform to host hundreds to thousands of sites on a shared codebase, simplifying maintenance for a small team.
- **E-Commerce Sympathy Store:** Designed and implemented an e-commerce store for purchasing flowers and memorabilia for passed individuals. Built with NextJS and PayloadCMS.
 - Customizable product library for each funeral home with product photos and variations.
 - Integrated with Stripe to process payments and webhooks to notify relevant parties when a purchase was made.

MasterClass / Staff front-end engineer

4/2017 - 3/2023 (6 years)

Contributed to the platform team as a Front-End Infrastructure Engineer, focusing on building and optimizing core frameworks, tools, and systems to enhance developer productivity and application performance. Notable projects include:

- **Infrastructure:** ie "back of the frontend"
 - Built and maintained our front-end build system in Webpack / Rails.
 - Helped to build and maintain libraries and tooling used by other teams.
 - Helped to build and maintain the design system UI library.
- **Consumer Cart and Checkout:** Single handedly built and architected the cart front-end that was used between 2018-2023 which processed hundreds of millions in revenue.
- **A/B Testing Client:** Rebuilt the experimentation framework used by all teams on web.
 - I designed the new library to match the existing API and components used by devs in order for a smooth transition between providers.
 - Enabled the framework to work with both the old and new provider simultaneously for validation testing and as an escape hatch.
- **NextJS Conversion:** Drove the development and execution of a complete conversion of our marketing pages (masterclass.com) from Rails/React to NextJS which serves millions of users.
 - Architected reusable patterns for data fetching, analytics and A/B testing.
 - Collaborated with the BE platform team to build an nginx layer to transition individual pages with a certain percentage of traffic.
 - Collaborated with the growth team to convert remaining pages and train devs on NextJS usage and patterns.
 - Helped convert the codebase into a monorepo to support running multiple apps.
 - Increased the conversion of our landing pages by an estimated 7-20%.
- **Web Performance:**
 - Helped foster a performance culture by advocating for the importance of page speed. Implemented real user metrics, synthetic monitoring and budgets to maintain page speed.
 - Created and led training sessions for best practices for improving core web vital scores.
 - Routinely made changes to our landing pages which improved loading times (LCP) up to 50%
 - Implemented automatic image optimization that reduced image file size by 30-90% across web, the iOS native app, Android app, and AppleTV app.

Rocket Department / Co-founder

4/2014 - 10/2019 (5 years)

We created Rocket Department to help startups prototype MVPs and build our own line of products. We had a multi-disciplinary team that worked on hardware, electronic and web based projects. We also built interactive installations for local music festivals and maker faire. Clients included Uber and Sacramento Kings.

- **WhiteKoat:** Designed and developed the front-end for a medical education platform powered by machine learning to help students learn and understand medical concepts faster and easier.
 - Included a database of pathologic images which would quiz students by letting them draw and highlight specific areas of interest.
- **CitizenUp:** Helped to scope and build a political donation system which would scan Twitter for specific hashtags and direct people to donate to said politician/cause.
- **ShipRiot:** Helped to scope, design and develop a platform that would compare shipping providers for a specific package size and destination.