

Jose Daniel Legaspi

Senior Full-Stack Engineer

Brisbane, QLD | +61 410 841 266 | jdalegaspi@gmail.com

linkedin.com/in/jose-daniel-legaspi | Video resume: resume.legaspi.io

Summary

Senior full-stack engineer with 9+ years of experience shipping products end to end, from React and React Native front ends to edge infrastructure and data pipelines. Currently a founding engineer at Kodo, building ad-serving, loyalty and sweepstakes systems for partners including AT&T, serving 30M+ impressions a month on a global Cloudflare Workers network, plus a deterministic AI pipeline that turns survey results into insights. Previously built production AI features on Displayr's AI team and scaled Zip's global web platform on Cloudflare's edge.

Experience

Thanks Co / Kodo | Founding Software Engineer, Core & Special Projects

Nov 2025 - Present

- Owned and extended the ad-serving platform connecting publishers and advertisers, including eBay, Narvar, Zip, Sezzle, Alamo, etc, on a global Cloudflare Workers and PlanetScale network, serving 30M+ impressions and 500k clicks per month, with tracking for conversions, revenue, open rates and CTR.
- Designed the PII pipeline underpinning all customer data (leads, sweepstakes entries, survey responses) across AU, US and GB regions, with server-to-server JWT authentication and deterministic encryption at rest that keeps data searchable. Worked with legal to ensure privacy policies and terms accurately reflected how data is handled.
- Built Kodo Insights, a survey analytics platform with a deterministic AI pipeline that turns completed survey results into insights, backed by cross-tab analysis with chi-square significance testing. Surveys ran on eBay (post-purchase and My eBay placements), for AT&T and for Thanks, reaching thousands of respondents. Designed the REST API that gives AT&T access to its survey data.
- Built AT&T's coffee loyalty program, integrating a third-party provider to connect five coffee partners, including Starbucks, Panera Bread and Dollop Coffee, across the US, with JWT authorisation and compliant handling of personal information.
- Engineered three custom AT&T sweepstakes (Fanatics, WNBA, Cinemark) end to end, covering user authentication, entry, and an auditable, logged draw integrated with a third-party provider, totalling ~30k entries.
- Built and maintained a React Native SDK embedded in Zip, Sezzle, Pinata and Instacart apps, serving millions of impressions per month through messaging between RN webviews and a Cloudflare Worker.

Displayr | Senior Software Engineer, AI Team

Jul 2024 - Nov 2025

- Designed and built Text Categorization 2.0, an AI-powered classification feature that saves customers 30+ hours of manual work per analyst per week.
- Added Gemini alongside OpenAI as a second model provider, allowing customers with data residency requirements to have their data processed in Sydney, which the Azure OpenAI model in use at the time could not support.
- Led and delivered LLM Search, replacing Displayr's existing search with natural-language search across hundreds of product features, returning results in under 3 seconds without a vector index.
- Built a natural-language data analysis feature with intelligent variable referencing and contextual feedback, letting users query datasets of 600k+ survey responses across multiple languages and saving an estimated 80+ hours of manual analysis per week.
- Mentored junior and intern engineers through coaching, code reviews and architectural guidance, contributing to several promotions.

Inspace | Senior Full-Stack Engineer

Jul 2023 - Jul 2024

- Led development of an end-to-end reporting system for enterprise clients including Dexu, M&G and CBRE, saving hundreds of operating hours per week.

- Architected a greenfield Next.js application with a Backend for Frontend (BFF) layer over a distributed Node and Azure API, including 3D visualisations in Babylon.js.
- Worked directly with enterprise clients to identify pain points and turn them into product requirements.
- Mentored a team of engineers, from high-level technical planning through to pair programming.

Zip Co | Senior Software Engineer II, Global Web Team

Sep 2021 - Jul 2023

- Primary engineering partner to Zip's growth team, building continuous A/B testing pipelines on LaunchDarkly and Cloudflare KV that support 400+ feature flags and experiments.
- Owned Zip's Global Web monorepo and its custom React SSR pipeline, letting UI engineers continuously deploy pages to Cloudflare's global edge network.
- Migrated the Global Web codebase to Contentful CMS behind a GraphQL layer, saving dozens of hours of developer time per week.
- Ran global-scale web platforms on AWS load balancers and webpack, maintaining high availability and performance.
- Built a web analytics engine with Snowplow and Amplitude, giving project managers visibility over critical customer acquisition flows.
- Owned and shipped Zip's React-based Chrome extension for the US market.

Maxwell Plus | Lead Frontend Engineer

Nov 2019 - Sep 2021

- Built and maintained the two core applications of an AI cancer detection platform: a React back-office app for clinicians and a Flutter app for patients.
- Worked with the Head of Technology on API design and microservice architecture.
- Owned automated integration testing across both stacks and shipped to production up to daily on GCP.

TechnologyOne | Software Developer, Research and Development

Jul 2017 - Nov 2019

- Built enterprise software for local governments, asset-intensive industries and higher education, including modular React and Redux components and C# (.NET) backend services.
- Partnered with UX designers to develop and refine user-centred experiences.

Desygner | Junior Developer

Jul 2015 - Jul 2017

- Built sales pages that supported early customer acquisition, and contributed to the front end of the WeBrand product, including automatic localisation for a global audience.

Projects

Crontent (crontent.co)

- Built an AI-powered content agent that writes and publishes scheduled content for solo builders and indie hackers, aimed at organic and AI search visibility.
- Built solo on Cloudflare Workers, including a publishing integration layer for Ghost, Sanity, X, LinkedIn and Threads, and owned product, go-to-market and technical SEO end to end.

Technical Skills

Languages: TypeScript, JavaScript, Python, C#, PHP

Frontend & mobile: React, Next.js, Vue, Angular, React Native, Expo, Flutter

Backend & infrastructure: Node.js, .NET, GraphQL, Cloudflare Workers & KV, PlanetScale, GCP, AWS, Azure

AI & data: OpenAI API, Gemini, LLM-based search and classification, cross-tab analysis and significance testing

Testing & tooling: Cypress, Jest, Selenium, Flutter Driver, LaunchDarkly, Statsig, Snowplow, Amplitude

Education

Queensland University of Technology | Bachelor of Computer Science, 2014 - 2017