Josie Nelder

Senior Full-Stack Software Engineer

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Profile

Senior software engineer with experience in full-stack development, specialising in React, Next.js, TypeScript, Node.js and React Native. Currently primary mobile and front-end web engineer at Ember Couples, an AI-powered relationship app for couples, where I build the iOS and Android app and the Next.js website, ship production AI features around its relationship coach Em, and work on the backend API. Throughout my career I have gained experience in owning features from inception through to delivery, working with GraphQL and REST APIs across multiple data sources, building with design systems and component libraries, delivering robust, maintainable code, and implementing automated testing strategies across web and mobile platforms. My route into engineering is a little unusual: a Master's in Genetic Manipulation and Molecular Cell Biology, then supporting customers and clinicians at Apple, Fisher & Paykel and Roche, which is where my focus on the people using what I build comes from. I'm passionate about continually learning and keeping up with how AI is changing development practices: I've completed Matt Pocock's Build DeepSearch in TypeScript and Claude Code for Real Engineers courses, I'm reading Chip Huyen's AI Engineering, and alongside my backend work in Node.js I'm working on a Python project (Django and GraphQL) to improve my Python skills.

Experience

Senior Software Engineer · Ember Couples · Sept 2025 – present

- Primary mobile and front-end web engineer at Ember, an AI relationship coach for couples with 35,000+ sign-ups and a 4.6★ rating from 700+ App Store reviews, working across the React Native app, the Next.js website and the backend API.
- **Web:** Built Ember's marketing website from scratch in Next.js and TypeScript on Cloudflare Workers, replacing the old Webflow site, with CI (lint, type checks and tests), a blog with structured data, a sitemap and RSS feed, and consent-gated analytics.
- **Web and mobile:** Wrote a Cloudflare Worker that turns short, branded partner invite links into AppsFlyer links and serves the iOS and Android app-link files, then updated the app to share and open them, replacing invite links of around 1,000 characters.
- **AI:** Built production, LLM-powered features around Em, Ember's relationship coach, including real-time voice sessions (ElevenLabs, LiveKit) used 25,000+ times, personalised insights, suggested next actions and a WhatsApp integration that brings Em's suggestions back into the app.
- **Design system:** Built out the app's component library from the designer's Figma design system (230+ components) and set up a Storybook design-system site, using AI coding agents to speed up the work while keeping the UI consistent and pixel-accurate.
- **Backend and payments:** Contributed tested endpoints to the Postgres-backed API, including server-side paywall rules, a Paddle subscription-management endpoint and real-time, event-driven WebSocket notifications from background jobs, and rebuilt the app's subscription paywall (Adapty, App Store and Google Play).
- **Releases and integrations:** Owned production releases, shipping App Store and Google Play builds and over-the-air updates, and owned integrations with multiple third-party services and data sources: authentication (Ory, Apple and Google sign-in), analytics and attribution (Mixpanel, AppsFlyer) and crash monitoring (Sentry).
- **Quality:** Built the mobile test suite from zero to 2,600+ Jest tests using test-driven development, and wrote 20 architecture decision records and a 75-term domain glossary to keep a small team and its AI coding agents (Claude Code, Cursor) consistent, collaborating closely with design and product.

Senior Full-Stack Software Engineer · Habitual Healthcare · Dec 2021 – Aug 2025

- Launched the app for Habitual, a UK weight-loss programme and NHS provider (now part of HeliosX), as one of the main developers in a team of two to three, then worked on almost every feature end to end across Web, iOS and Android using React, React Native and TypeScript.
- Responsible for deploying and maintaining production-ready web and mobile applications, ensuring fast, reliable user experiences across modern browsers and devices. The iOS app is rated 4.7★ on the UK App Store.

- Central to the full software development lifecycle, from initial architecture and database design (Postgres) to API design and development and front-end/mobile development.
- Built Habitual's content layer on Hygraph, a GraphQL headless CMS, designing its content models (the GraphQL schema) and querying them across web, iOS and Android alongside our own API and Postgres data.
- **AI:** Built an internal AI chatbot grounded in Habitual's internal documentation, using Google Vertex AI and Gemini.
- Adapted to the demands of a lean engineering team, working autonomously and flexibly to address shifting priorities, technical challenges, and business needs.

Software Engineer · ASquared · Apr 2020 – Dec 2021

- Agency software developer at ASquared, a Brighton app studio, building React and React Native apps for iOS, Android and the web, from MVP to launch, for healthcare, non-profit and lifestyle clients.
- **BP Passport (Simple / Resolve to Save Lives):** a React Native and TypeScript app that helps patients with hypertension in India track their blood pressure, blood sugar and medicines, with 50,000+ Google Play downloads.
- **HCA Healthcare UK:** a web app that lets NHS GPs find the right private consultant and refer patients securely, replacing paper referral letters. The first release was delivered within eight weeks.
- **Riviera Circle:** a members-only iOS and Android app for performance and classic car owners, with member profiles, messaging, events and driving routes.
- **Habitual:** built the first version of Habitual's React Native app, and was then hired in-house by Habitual to launch it.
- Utilised Firebase extensively, including Firestore (NoSQL), Cloud Functions, and Hosting, developing scalable, event-driven backend services, and integrated with client and third-party APIs.

Automated Test Developer · Matchbox Mobile · May 2019 – Mar 2020

- Designed automated and manual testing strategies, and built automated testing frameworks and test suites.
- Testing across web applications, IoT, iOS, Android, Google Voice and Alexa.
- Mocked APIs and used automated test software such as Selenium, WebDriver, Postman, Nightwatch and Appium.

Earlier Career

ICT Product Specialist · Roche · Jul 2018 – May 2019
Frontline technical support for UK hospitals on COBAS IT 1000 and POC Mobile cloud-based solutions.

Territory Manager · Fisher & Paykel Healthcare · Nov 2017 – Jul 2018
Technical training and support for medical staff on Fisher & Paykel medical devices.

Genius · Apple · Nov 2013 – Feb 2017
Diagnosed and repaired products on the spot, explaining issues to customers with patience and empathy.

Skills

Frontend and web: React, Next.js, TypeScript, JavaScript, HTML and CSS, design systems and component libraries, Storybook, Styled Components, Redux

Mobile: React Native, Expo, App Store and Google Play releases, over-the-air updates

Backend and APIs: Node.js, GraphQL, REST APIs, WebSockets, Python (learning)

Data: Postgres, NoSQL (Firestore), Hygraph (headless CMS)

Cloud and DevOps: Cloudflare Workers, AWS (working knowledge), Firebase, GitHub Actions CI

AI: production LLM features, Google Vertex AI and Gemini, voice AI (ElevenLabs, LiveKit), AI coding agents (Claude Code, Cursor)

Integrations: Adapty, Paddle, Mixpanel, AppsFlyer, Sentry, Ory

Quality: test-driven development, Jest, Vitest, Selenium, Appium, architecture decision records

Education

University of Sussex · MSc Genetic Manipulation and Molecular Cell Biology · 2016 – 2017 · Distinction

University of Sussex · BSc (Hons) Biomedical Science · 2011 – 2014 · 2:1