Jonathan Rinciari

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STAFF SOFTWARE ENGINEER - CUSTOMER-FACING ARCHITECTURE | PLATFORM ENABLEMENT | PERFORMANCE | GLOBAL SYSTEMS

SUMMARY

Staff-level software engineer at Amazon leading customer-facing architecture across web, mobile, and AWS Console experiences. Builds the platforms, standards, and operating mechanisms that let teams ship faster, safer, and at global scale. Strongest work includes org-wide performance governance, microfrontend platform enablement, global rollout architecture, secure identity and payments, and production AI systems designed for reliability.

SELECTED IMPACT

- **Founded org-scale performance governance:** Built shared measurement, standards, release gates, and delegation mechanisms across 200+ engineers and 25+ services, improving critical purchase-path performance up to 5x and address-resolution performance 10.5x.
- **Platformized multi-team frontend delivery:** Architected a microfrontend platform supporting 6+ teams and 11 microfrontends, reducing onboarding from weeks to days through shared tooling, validation pipelines, and runtime guardrails.
- **Led global customer-experience architecture:** Defined customer-facing architecture for a global connectivity initiative spanning web, mobile, and AWS Console experiences across 88 countries and multiple customer segments.
- **Aligned architecture across 23 marketplaces:** Designed the integration model for major discovery, mobile, identity, marketing, and legal stakeholders without direct authority.
- **Built secure identity and payments foundations:** Created reusable authentication patterns, hardened session handling, and secure checkout architecture for customer workflows under unusual legal and systems constraints.
- **Designed reliable applied-AI systems:** Built production AI workflows with deterministic guardrails and provenance tracking, reducing hallucinations below 2% while automating complex engineering tasks.

EXPERIENCE

AMAZON

Jan 2024 - Present

Senior Software Engineer, Project Kuiper

Technical lead for customer-facing architecture across web, mobile, and AWS Console experiences for residential, enterprise, and SMB customers in a global launch context.

- **Designed cross-system integration architecture:** Connected a new global customer experience to Amazon discovery flows across 23 marketplaces, coordinating alignment across 5+ organizations without direct authority.
- **Founded and scaled an org-wide performance program:** Shifted performance from reactive tuning to governed-by-default through standards, monitoring, release gates, and working-group mechanisms across 200+ engineers and 25+ services.
- **Drove material customer-path performance gains:** Delivered up to 5x checkout improvement and 10.5x faster address resolution through shared metrics, alarms, regression-prevention workflows, and enforcement mechanisms that scaled beyond individual contributors.
- **Authored frontend technical strategy:** Set direction for authentication, payments, internationalization, CI/CD, UX consistency, and cross-team integration across web, mobile, and console surfaces.
- **Architected a microfrontend platform:** Enabled 6+ teams and 11 microfrontends to ship independently through shared tooling, ownership models, onboarding guides, and compatibility validation; reduced onboarding from weeks to days.
- **Led secure payments and authentication design:** Built reusable auth patterns for AWS Console customer experiences, including OAuth 2.0 with PKCE, encrypted sessions, and CSRF protections.
- **Designed production AI systems:** Created a multi-stage orchestration pipeline for test-plan generation and a provenance-aware knowledge graph for deterministic retrieval and reviewability.

Jan 2022 - Jan 2024

Senior Software Engineer, AWS QuickSight

- **Led embedding customization strategy:** Directed an initiative across 6 engineers, identified 15 high-value opportunities, and influenced prioritization of the top 10 on the roadmap.
- **Reduced embedded analytics latency 28%:** Introduced systematic performance analysis, sandbox testing, and canary-based measurement frameworks later adopted by adjacent teams.

- **Increased automated test coverage 73%:** Improved delivery safety and confidence across regions and stages.
- **Built reusable performance and quality mechanisms:** Extended beyond the immediate team and improved the reliability of embedded customer experiences.

Apr 2021 - Jan 2022

Senior Software Engineer, AWS IoT
- **Led launch-critical console architecture:** Drove frontend architecture and delivery for new AWS IoT console experiences under compressed timelines and evolving backend dependencies.
- **Standardized canary and operational-readiness patterns:** Scaled reusable monitoring mechanisms across 9+ teams to improve launch safety.
- **Built reusable parsing and query abstractions:** Reduced duplication and improved consistency across services and teams.

Oct 2019 - Apr 2021

Software Engineer, AWS IoT
- **Modernized console platform architecture:** Contributed platform patterns that improved build speed, deployment speed, and local developer feedback loops.
- **Improved engineering velocity:** Reduced build times 45%, improved local feedback-loop speed 90%, and cut deployment time 70% through tooling and platform modernization.
- **Introduced reusable operational tooling:** Improved development velocity, testing, and launch readiness.

ADDITIONAL EXPERIENCE

- **Senior Frontend Engineer, Stadium Goods** | 2019: Built reusable UI components and improved large-catalog rendering performance for a high-traffic e-commerce experience.
- **Software Engineer / Technical Lead, Green Check Verified** | 2018 - 2019: Led full-stack product development for a fintech startup, shaping early product direction, hiring, and technical execution.
- **Full Stack Developer, HomeReport.io** | 2015 - 2018: Built mobile and web product experiences, including cross-platform app work and AWS-backed services.
- **Software Engineer, Twin Oaks Tech** | 2014 - 2016: Contributed to internal tooling, engineering productivity, and test modernization.

TECHNICAL AREAS

Architecture: Customer-facing architecture, global rollout architecture, distributed systems, technical strategy

Platform: Platform enablement, microfrontends, CI/CD, runtime guardrails, cross-team integration

Performance: Performance engineering, regression prevention, monitoring, release gates, analytics

Security: Security and identity, payments, OAuth 2.0 with PKCE, encrypted sessions, CSRF protections

AI: Applied AI systems, deterministic orchestration, provenance-aware retrieval

EDUCATION

B.S., Physiology