# JOSEPH CAUGHEY
# CTO | Lead Full Stack & Mobile Architect

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## PROFILE

Technical leader and systems architect with 20+ years of building end-to-end platforms across web, mobile, SaaS, fintech, and media. Equally comfortable shaping strategy or writing production code, designing scalable architectures, APIs, cloud systems, and mobile apps from the ground up. Deeply dedicated to the craft—driven by curiosity, speed, and a genuine love for building clean, scalable systems that turn ambitious ideas into real, working products.

## CORE CAPABILITIES

### End-to-End Product Architecture

- MVP → Scale system design
- API architecture & data modeling
- Authentication & role-based systems
- Subscription & monetization logic
- Token / credit / ledger-style internal economies

### Web & Frontend Systems

- Vue.js / Nuxt, React / Gatsby / Next, TypeScript
- Design systems & component architecture
- Performance optimization
- Accessibility-aware implementation

### Applied Systems

- Creator economy platforms
- Digital media distribution systems
- Cloud-native media pipelines
- Legal & regulatory-aware system design (privacy, data handling, financial compliance considerations)
- Payments, KYC/AML-aware architecture concepts

### Backend & Infrastructure

- Node.js, Python, PHP, Go, RoR
- RESTful APIs & service architecture
- GCP / Firebase (Auth, Firestore, Functions, Storage)
- AWS (S3, CloudFront, compute)
- CI/CD pipelines & containerized workflows
- Blockchain-aware architecture

**Mobile & Cross-Platform Development**

- Flutter (Dart), React Native
- iOS & Android deployment pipelines
- Real-time sync architectures
- Real-time audio signal processing and AI-driven speech recognition integrations
- Google & third-party API integrations (Oauth, Docs, Contacts)
- Marketplace & geolocation-based systems

**Production & Creative Technology**

- Audio production & recording workflows
- Video production & post-production pipelines
- Creative direction & digital media packaging
- UX/UI collaboration from concept to launch
- Brand-aligned technical implementation
- Technical translation of creative vision into scalable systems

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# PROFESSIONAL EXPERIENCE

### 2021-2023    CTO – Trickfilm (Co-Founder)
(Full Stack / Blockchain / Dev-ops / UI/UX / GPU Virtualization)

- Led technical strategy and hands-on development of a cloud-native media platform supporting content creation, distribution, and monetization.
- Designed and implemented full-stack platform architecture across frontend (Vue/Nuxt) and backend (Node.js, Firebase, AWS), establishing scalable APIs, data models, authentication systems, and cloud deployment pipelines.
- Architected creator accounts and subscription systems supporting 1m+ users and handling 1TB of asset storage, subscription models, and digital distribution workflows.
- Established scalable infrastructure, CI/CD pipelines, deployment automation, and development standards.
- Collaborated closely with founders/partners and creative teams to translate product vision into production-ready systems.

### 2008-2026    Stand One Records (Founder)
(CEO / Producer / Engineer / Representative / Musician)

- Founded and operated a mission-driven label supporting independent artists through sustainable brand development and digital distribution infrastructure.
- Designed metadata pipelines, royalty tracking systems, and release workflows across 7 albums and 11 artists.

- Built artist dashboards and backend tooling to manage distribution, streaming integrations, and release coordination.
- Produced 100+ live events and projects, building a recognizable regional arts brand while reinvesting resources into community growth and creative sustainability.

## 2000-2018 AGENCY (Senior Web Developer)
(Leo Burnett / One Net Inc. / One Method / Bensimon Byrne)

**Universal Studios, Visa, Procter & Gamble, Kellogg's, Four Seasons Hotels & Resorts, TD Bank, RBC, Scotiabank, Ontario Securities Commission, Big Brother Canada, Osgoode Hall Law School, Standard Media Index, Quandl, Cushman & Wakefield, Bench Brewing, Slate Properties, the Government of Yukon.**

- Architected and delivered large-scale consumer and enterprise platforms within award-winning agencies, supporting nationally visible campaigns and regulated industries under aggressive timelines and public scrutiny.
- Built and deployed enterprise-grade digital solutions for major organizations and regulated industries, ensuring reliability, security, and long-term maintainability.
- Built scalable frontend and backend systems using modern JavaScript frameworks, API-driven architectures, and performance-focused engineering practices.
- Contributed to system architecture decisions, performance optimization strategies, and production deployment readiness across cross-functional teams.

**Selected Impact & Scale Highlights**

- Engineered and modernized the high-traffic voting infrastructure for *Big Brother Canada*, supporting nationally televised campaigns and large-scale concurrent participation under live broadcast constraints, leading the migration from traditional server-based hosting to AWS cloud architecture—improving scalability and reliability, reducing load times and infrastructure strain, and cutting hosting costs by tens of thousands of dollars annually.
- Led accessibility compliance initiatives aligned with AODA and WCAG 2.1 standards, ensuring digital platforms met provincial and federal regulatory requirements while reducing legal exposure for government and corporate stakeholders.
- Supported regulated industry platforms (banking, finance, government) with compliance-aware architecture, scalability planning, and secure deployment workflows aligned with enterprise standards.

## 2026 - Mobile Product Builds (Selected)
(Flutter / Dart / Firebase / iOs / Android)

- **AI Dictation Notes App** – Speech-to-text workflow with structured note management and Google Docs synchronization and Open AI assistant.
- **Guitar & Bass Tuner App** – Real-time pitch detection and audio processing system.
- **Tool Sharing Marketplace** – Flutter-based marketplace platform with authentication, geolocation logic, booking workflows, and internal tokenized credit ledger.

- **AI Nutritionist and Personal Trainer** – Architected an AI-powered health platform integrating personalized training programs, nutrition planning, macro calculations, and adaptive user feedback systems.

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## POSITIONING

Operates effectively as:

- Fractional CTO
- Technical Co-Founder
- Senior Technical Lead
- High-impact product architect
- Project / Product Manager
- Mobile & Platform Systems Architect
- Startup MVP-to-Scale Architect
- Engineering Team Builder & Mentor

## LEADERSHIP STYLE

Leadership Philosophy:

- Architect-first, execution-capable
- Operates effectively solo or leading engineering teams
- Bridges engineering, design, and business strategy
- Ships under pressure without sacrificing maintainability
- Thinks in systems, not just features

Builds platforms end-to-end — from business requirements, infrastructure and backend systems to mobile apps, UI/UX frontend experiences, and monetization logic.

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## EDUCATION

### 2026    University of Victoria — Applied Artificial Intelligence

Completed Applied Artificial Intelligence program (University of Victoria) — 96%
Applied ML fundamentals, neural network design, production-oriented model implementation, and practical AI implementation.

### 2022    Dapp University — Blockchain & Smart Contract Development

Comprehensive hands-on training in Solidity smart contracts, Ethereum/EVM development, token standards (ERC-20 / ERC-721), DeFi architecture, NFT systems, Hardhat workflows, and full-stack DApp development using JavaScript and Web3 frameworks.

### 2022    Tomorrow's Filmmakers — Complete Filmmaking Program Cinematography & Film / Video Production

Intensive program covering directing, cinematography, screenwriting, lighting, editing, audio, and production fundamentals.

## 2012    Independent Study — Economics / Probability and Statistics

Built a foundational understanding of economic systems, markets, fiscal policy, and resource allocation, applied in business, risk analysis, and strategic decision-making contexts.

## Independent Systems Architecture & Applied Engineering (Ongoing)
## Full-Stack Systems Architecture & Infrastructure Engineering

Sustained independent development and systems design across web, mobile, backend, and cloud platforms, including JavaScript/TypeScript stacks, Go services, Flutter/Dart applications, DevOps pipelines, infrastructure automation, and production-grade application architecture.

*This document highlights current, high-impact experience while streamlining earlier roles for focus. Context-specific versions — Founder/CTO, Agency Project-Based, Fintech/Banking/Blockchain, and Arts & Entertainment —* ***can be provided upon request.***

*Open to equity-aligned leadership roles and long-term partnerships where I can take meaningful ownership of product architecture, technology strategy, and platform growth.*

*Open to remote, hybrid, travel, and relocation opportunities.*