

Ashley Roux

Engineering Lead · Agentic Development · Software Architecture

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Available immediately

PROFILE

Engineering lead with **15+ years** in software, focused on **architecture, systems design and hard problems**. In lead roles at three companies I have carried much of an engineering lead's work: systems design, standards, specification and delivery, and the workflows between teams. Most recently led the front-end core behind a studio's slot and crash games (PixiJS, Spine) and **led its shift to agentic development**; before that, a remote React team of five and a reporting platform used by hundreds of thousands. Self-taught, programming since age 12.

Leading engineering

Led a remote team of five; set standards and practices; built the workflows that let front-end, back-end and motion work flow without rework.

Agentic development

Led a studio's move to building with agents: practices, agent skills and documentation, and agent-first core systems.

Architecture & systems

Designed and wrote a games framework end to end: predictive loading, dynamic resolution and custom shaders, smooth on the weakest phones.

EXPERIENCE

Lead Front-end Engineer · MoonX

Nov 2024 – Present

Casino games studio (slots and crash) · Cape Town · Remote

Lead developer for the front-end core systems behind high-end slot (reels) and crash games, built on PixiJS and Spine. Designed and wrote most of the framework, and drove the move to proper framework solutions and standards.

LEADERSHIP AND AGENTIC DEVELOPMENT

- Set up stable **workflows between front-end, back-end and motion**: clear hand-offs, shared conventions and tooling, so art and server work flowed into games without rework.
- Built the core systems first for fast development by human developers; as code agents matured, **led the studio's shift to agent-driven development**.
- Pushed for AI adoption across the studio and set the practices for using agents well.
- Wrote extensive documentation and **agent skills** so agents work within the framework and its standards.
- Refactored the core systems to be **agent-first**: structured so agents can read, navigate and extend them reliably.

SYSTEMS BUILT

- **Spine-based layout system** that gives the motion department direct control of game layouts, so they are artistically driven instead of hard-coded.
- **Photoshop import tooling** that reproduces PSD font and text styles 1:1 in PixiJS with no loss in quality, using a custom filter and fragment shader.
- **Text caching**: on-the-fly conversion of Pixi text styles into bitmap fonts, cached by style, character set and language.
- **Predictive lazy loading** for very fast time to splash screen and time to first spin, using knowledge of what comes next and cached heuristics.
- **Dynamic resolution** with upscaling shaders and texture-quality and pixel-density management, keeping games smooth on the weakest devices.

EXPERIENCE, CONTINUED

Lead Front-end Engineer · A24 Group

Aug 2019 – Oct 2024

Healthcare staffing platform · Cape Town

- **Led the modern front-end team** of five remote developers; owned front-end systems design, specification, ticket management and on-time delivery.
- Led front-end development of the company's **chat application**: a complex messaging system on Twilio, with extensive RxJS handling every part of the streaming system.
- Introduced modern practice and tooling (React hooks, RxJS, Webpack, Babel, React Testing Library, ESLint, Stylelint) and began the overhaul of the legacy platform, the company's main intranet and public-facing application.

Senior JavaScript Engineer · Impact Radius (impact.com)

Sep 2016 – Jul 2019

Data-visualisation squad · Cape Town

- Helped architect, build and maintain the **reporting platform**, used by hundreds of thousands of active users, from single bloggers to several dozen blue-chip companies.
- Responsible for moving the platform off its legacy UI onto React, Redux, Redux-Saga, Webpack, Babel, Jest and Enzyme, working in Spotify-model squads with Kanban on Jira.

Web Developer · Elemental Web Solutions

Apr 2011 – Aug 2016

Custom CMS web agency · Cape Town

- Hired to deliver client sites; **reworked the in-house CMS around productivity**, so even junior developers could ship highly custom sites remarkably fast. Still in heavy use years later.
- Owned the full project cycle: client liaison, development, release, hosting and maintenance (PHP, MySQL, CodeIgniter, JavaScript).
- Took on unusual projects, from offline survey and compliance tooling for farming to mobile web apps.

Earlier career

2004 – 2011

Freelance web developer & IT consultant (2010–2011) · **ADL**, IT and systems administration, including a multi-branch web point-of-sale system (2009–2010) · **Cyber Image**, CCTV, AV, control and automation systems, R&D and QA (2004–2009).

HOW I BUILD WITH AGENTS

- On my own projects agents write most of the code and I direct the engineering: several agents in parallel, each in its own git worktree, working from **written specs and project rules**.
- **Independent review agents** check architecture before anything is merged, and tests and golden-master checks catch regressions: clean, modular code at a pace one developer couldn't reach alone.

GAMES

- Lifelong game developer: **Wild Warlocks**, a co-op spell-brewing game with a free demo on Steam, and a **co-op survival horror game** in progress, both in Godot and C#, built almost entirely through agents.

SKILLS

Languages	TypeScript, JavaScript, C#, PHP, SQL, HTML, CSS/SASS
Front-end	React, Redux, Redux-Saga, RxJS, Webpack, Babel
Games & graphics	PixiJS, Spine, WebGL and GLSL shaders, Godot
Back-end	Node.js, PHP, MySQL
AI & agents	Claude Code, multi-agent workflows, agent skills and documentation, prompt engineering
Testing	Jest, React Testing Library, Enzyme, golden-master testing
Ways of working	Technical leadership, systems design, specification, Agile and Kanban, remote teams