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Cover Letter

Dear Hiring Team at Wealthsimple,

I am excited to apply for the Senior AI Software Developer role, inspired by Wealthsimple's mission to help everyone achieve financial freedom through technology. Ever since I signed up for Wealthsimple in 2015, I've always thought that joining the team would be a bit of dream job, but never felt ready to take the plunge. The recent acquisition of Fey was a strong signal for me – it showed a company that truly cared about craft and taste.

Now, with over 15 years of experience bridging technical development and customer-focused initiatives, I am eager to contribute to building reliable, observable, and cost-effective AI product infrastructure that enables innovative, AI-powered financial experiences. At the forefront of my values has always been a customer-centric or user-focused development approach.

For an interactive experience about me, you can see my portfolio website at ws.jwww.me

In my current role at Triple E RV (Leisure Travel Vans), I oversee web properties, product launches, and cross-functional initiatives that require both technical and product sensibility. My experience includes developing tools and frameworks that streamline workflows, managing complex technical projects end-to-end, and leveraging data-driven insights to deliver impactful solutions. For example, I've created repeatable systems for gathering customer-driven feedback that directly informs product development – an approach that aligns with Wealthsimple's emphasis on bridging product vision with real-world impact.

My background includes strong software engineering skills with JavaScript and TypeScript, as well as experience with system design, continuous deployment, and API-driven workflows. I'm particularly well versed in using the AI SDK. I thrive in a culture of autonomy and self-sufficiency, with clear ownership of roles and along with high agency people. A culture that encourages experimentation is paramount to iterative success.

At Leisure Travel Vans, I upgraded a simple, dense how-to video library into an AI-powered answer experience. I indexed 115 videos (about 125k words transcribed) and built a RAG pipeline that ingests transcripts, chunks them by timecode, and stores them in a vector database (Gemini for ingestion and chunking). At query time, the system returns a grounded, contextual answer (OpenAI) plus a deep link to the exact timestamp in the source video, so users can verify the answer and jump straight to the relevant moment. This is the kind of practical AI foundational work I enjoy: integrating LLMs in a way that is reliable, measurable, and truly useful to real users – not just slapping a summary tool on something and calling it "AI-powered".

I would welcome the opportunity to discuss how my skills in engineering, product development, and collaborative leadership can help Wealthsimple deliver the next generation of AI-driven financial tools. Thank you for considering my application.

Best regards,

Josiah Wiebe