

Senior Frontend Engineer

Nicholas Ortiz

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Experienced Senior Front End Engineer with over 12 years of expertise in web development, specializing in creating dynamic and user-friendly interfaces. Proven track record of collaborating with teams to deliver high-quality digital solutions. Skilled in WordPress development, frameworks, A/B testing, accessibility, and responsive design, and user-centric design to enhance user acquisition, engagement, and retention.

Senior Front End Engineer | Fueled/10up

2022-PRESENT

- Lead front-end engineering projects for Salesforce, Microsoft, Meta, Samsung, Credit Karma, and more.
- Collaborate with cross-functional teams to translate design concepts into responsive, accessible, engaging web experiences with cutting edge technologies and frameworks.
- Contribute to internal documentation, guides, code reviews, optimizations, internal posts, and performance enhancements.
- Implemented best practices for responsive design and cross-browser compatibility.
- Key role in Mentoring and coaching junior engineers, fostering professional growth and improving business impact.
- Implemented and conducted A/B tests, analyzing data to make informed decisions and drive user engagement and conversion.

Frontend Engineer | 10up

2018-2022

- Developed responsive, high-performance websites for enterprise clients. Specialized in creating pixel-perfect designs, optimizing user experiences, and implementing robust accessibility standards.

Full-Stack WordPress Engineer | Cornershop Creative

2013 - 2018

- Created many custom WordPress themes using ACF, Gravity Forms, WooCommerce, and more.
- Specialized in creating varied interactive plug-ins that utilized various APIs and date/time calculations.
- Designed and developed websites with a focus on usability and long-term functionality for non-profit clients with important time constraints or budgetary needs.
- Lead building deployments, migrations, DNS modifications and setup.

WordPress Developer & Designer | RYNO Technologies

2011 - 2012

- Developed WordPress websites with a strong emphasis on both design and functionality.
- Collaborated with clients to identify project requirements and deliver customized solutions.