

# Enrique Estrada

## Senior Front-End Developer

(React / Wordpress / UI-UX)

10+ years building scalable interfaces, performance & quality for real products

[View Experience ▾](#)[View Projects ▾](#)[Download CV ▾](#)[React](#)[UI/UX](#)[Laravel](#)[Headless CMS](#)[WordPress](#)

## About

[Visa EUA](#)[Visa Canada \(ETA\)](#)

Senior Front-End Developer & UI/UX Engineer with 10+ years building scalable, high-performance web applications for production environments.

**SPECIALIZED IN:**

- React, Laravel, Headless CMS (Strapi), Custom WordPress solutions, UI/UX Design

**FOCUS AREAS:**

- Performance optimization, clean UI, accessibility, maintainability

**INDUSTRIES:**

- Sports betting, gaming, SaaS platforms, healthcare, banking, marketing

**AI-ASSISTED DEVELOPMENT:**

Cursor, ChatGPT for faster debugging, refactoring, and improved delivery speed while maintaining code quality standards.

## Technical Skills

### Frontend Development

- React - Next - Remix
- Tailwind CSS - Bootstrap
- Advanced CSS (Flexbox, Grid, Custom Properties, Animations)
- Modern JavaScript (Async/Await, Closures, Event Loop)
- Performance Optimization (Lazy Loading, Code Splitting, Core Web Vitals)
- SEO Techniques & Best Practices
- ADA Compliance & Accessibility Standards
- Marketing Dev: HTML Emails, Animated Banners, Campaign Assets

### UI/UX Design

- Figma (Components, Auto-layout, Prototyping, AI Integration for Design)
- Full Application Design & Architecture
- Photoshop - Adobe XD - Balsamiq - Sketch
- Design Systems
- User Research (Interviews, Usability Testing, Heuristic Evaluation)
- Design to Code Translation

### Development Tools

- Cursor (Primary AI-Powered IDE for Development)
- Git/GitHub (Branching, Merging, Conflict Resolution, Pipelines, Staging, Workflows)
- Node - Webpack - Vite - Gulp
- WordPress (Custom Themes & Plugins Development)
- Laravel Framework
- CMS Platforms (Strapi) - Headless Development
- SQL Databases (MySQL) - AI Tools for Database Management
- REST APIs - GraphQL

### Professional Skills

- Agile/Scrum - CI/CD - Jira
- Async Communication (Slack, Asana, GitHub)
- Error Diagnosis & Troubleshooting
- Security & Scalability
- AI Tools for Productivity (Claude, Prompt Engineering, AI Agents, Database Tools, Figma AI Integration)

## Portfolio



### BetAnySports

- ROLE: Senior Front-End Lead
- TECH: Strapi, React, Remix

FOCUS: Headless architecture, UI, performance



### Insiders

- ROLE: Senior Front-End Lead
- TECH: Wordpress

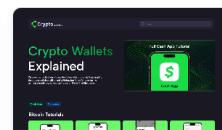
FOCUS: Headless architecture, UI, performance



### Goods

- ROLE: Senior Front-End Lead
- TECH: Wordpress

FOCUS: Headless architecture, UI, performance



### Crypto Tutorials

- ROLE: Senior Front-End Lead
- TECH: React

FOCUS: Headless architecture, UI, performance



### My Bookie

- ROLE: Senior Front-End Lead
- TECH: Wordpress

FOCUS: Headless architecture, UI, performance

## Work Experience

### Confidential - Freelancer

Senior Web Developer

Current

- Building modern, high-performance user interfaces with React
- Focus on reusable components, performance optimization, and scalable code

Stack: React, TypeScript, Modern JavaScript

### Brand Builders Sportsbook

Senior Web Developer Lead

May 2024 - Aug 2025

Led a diverse team of 8+ front-end developers and designers through complex projects and innovative product developments. Implemented agile methodologies to streamline workflows and enhance collaboration. Managed approximately 10 projects monthly, delivering high-quality results on time. Developed and launched email platforms, animated banners, and websites. Fostered continuous learning, shared best practices, and created an innovative environment that improved team dynamics and productivity.

- Led 8-person engineering team maintaining main commercial website
- Delivered 10+ high-impact projects across multiple technologies: WordPress, Astro, and React-Remix with Strapi for multiple brands
- Mentored junior developers and led critical website initiatives
- Designed custom scalable, component-based framework reducing maintenance time
- Participated significantly in all developments from requirements phase, case analysis, and design through to development across multiple projects
- Led projects from design stage to development completion, managing full project lifecycle
- Provided mentorship to team members and new developers, fostering growth and knowledge sharing

Stack: React, Remix, Strapi, TypeScript, Tailwind

### Prevent Security - BetUs Sportsbook

Senior Front End Developer - WordPress

Mar 2023 - May 2024

Led a diverse team of 8+ front-end developers and designers through complex projects and innovative product developments. Implemented agile methodologies to streamline workflows and enhance collaboration. Managed approximately 10 projects monthly, delivering high-quality results on time. Developed and launched email platforms, animated banners, and websites. Fostered continuous learning, shared best practices, and created an innovative environment that improved team dynamics and productivity.

- Led 8-person engineering team maintaining main commercial website
- Delivered 10+ high-impact WordPress projects for multiple brands
- Mentored junior developers and led critical website initiatives
- Designed custom scalable, component-based framework reducing maintenance time
- Led and coordinated design team members, ensuring seamless collaboration between design and development throughout project lifecycle

Stack: WordPress, PHP, Advanced CSS, JavaScript

### Assemble Studio

Front End Developer

Aug 2021 - Aug 2022

In my capacity, I was charged with spearheading the design and ongoing management of Email Campaigns, Banners, Landing Pages, and Websites, each crafted to meet our clients' varied requirements. My duties included deciphering the needs and creative directives of clients across a spectrum of projects. Additionally, I fostered a synergistic partnership with our design team to refine and elevate UX practices, thereby establishing benchmarks within the industry.

My engagement covered every phase of project execution—from preliminary requirement analysis through to UX and UI design. I played a key role in generating wireframes, prototypes, and design deliverables for a multitude of initiatives, employing tools such as Adobe XD, Figma, Sketch, and Balsamiq.

To optimize our development workflow, I created a toolkit using Node JS and other resources, ensuring our codebase remained modular and reusable to boost team productivity. This was enhanced by leveraging Salesforce for dynamic content management, alongside crafting templates and modules that highlight my adaptability and technical acumen.

### Accenture

Web Developer Senior Analyst

Jul 2020 - Jul 2021

Led design and management of Email Campaigns, Banners, Landing Pages, and Websites for diverse clients. Partnered with design teams to refine UX practices and establish industry benchmarks. Covered all project phases from requirement analysis to UX/UI design, creating wireframes and prototypes using Adobe XD, Figma, Sketch, and Balsamiq. Developed a Node JS toolkit with modular, reusable code and integrated Salesforce for dynamic content management.

## Business Solutions - JazzSports Sportsbook

Nov 2017 - Dec 2019

### Technical Lead Manager

Led a diverse team of 20+ front-end developers and designers through complex projects and innovative product developments. Implemented agile methodologies to streamline workflows and enhance collaboration. Managed approximately 10 projects monthly, delivering high-quality results on time. Developed and launched email platforms, animated banners, and websites. Fostered continuous learning, shared best practices, and created an innovative environment that improved team dynamics and productivity.

- Led 8-person engineering team maintaining main commercial website
- Delivered 10+ high-impact WordPress projects for multiple brands
- Mentored junior developers and led critical website initiatives
- Designed custom scalable, component-based framework reducing maintenance time
- Led a team of 10 designers, organizing and standardizing processes, workflows, training programs, and best practices to ensure consistent quality and efficiency

**Stack:** WordPress, PHP, Advanced CSS, JavaScript

## Prime Ideas - MyBookie

Feb 2016 - Oct 2017

### Technical Lead Manager

Led a diverse team of 20+ front-end developers and designers through complex projects and innovative product developments. Implemented agile methodologies to streamline workflows and enhance collaboration. Managed approximately 10 projects monthly, delivering high-quality results on time. Developed and launched email platforms, animated banners, and websites. Fostered continuous learning, shared best practices, and created an innovative environment that improved team dynamics and productivity.

- Led 8-person engineering team maintaining main commercial website
- Delivered 10+ high-impact WordPress projects for multiple brands
- Mentored junior developers and led critical website initiatives
- Designed custom scalable, component-based framework reducing maintenance time

**Stack:** WordPress, PHP, Advanced CSS, JavaScript

## Double Digit

Sep 2015 - Feb 2016

### Front End Developer

Developed and maintained Email Campaigns, Banners, Landing Pages, and Websites tailored to client needs. Interpreted client requirements and collaborated with design teams to advance UX practices. Involved throughout the project lifecycle, creating wireframes and prototypes using Adobe XD, Figma, Sketch, and Balsamiq. Built a Node JS toolkit with modular, reusable code and integrated Salesforce for dynamic data management.

## Experian Marketing Services

Aug 2012 - Oct 2015

### Front End and Email Developer

Developed and maintained Email Campaigns, Banners, Landing Pages, and Websites for diverse clients. Interpreted client requirements and collaborated with design teams to advance UX practices. Involved throughout the project lifecycle, creating wireframes and prototypes using Adobe XD, Figma, Sketch, and Balsamiq. Built a Node JS toolkit with modular, reusable code and integrated Salesforce for dynamic data management.

## Get In Touch

[Email](#) [Phone](#) [WhatsApp](#) [LinkedIn](#) [Github](#)

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