

# Enrique Estrada

Senior Front-End Developer

I help teams ship fast, scalable, and maintainable front-end applications.

React · WordPress · UI/UX

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React · UI/UX · Laravel · Headless CMS · WordPress

## About

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

**SPECIALIZED IN:**

- React & modern JavaScript front-end architectures
- Custom WordPress & Headless CMS (Strapi)
- Laravel-based Integrations
- UI/UX design and design systems

**FOCUS AREAS:**

- Performance optimization and Core Web Vitals
- Clean, scalable UI architectures
- Accessibility and long-term maintainability

**INDUSTRIES:**

- Sports betting & gaming platforms
- SaaS products and marketing platforms
- Healthcare and banking applications

**AI-ASSISTED DEVELOPMENT:**

AI-assisted development using Cursor and ChatGPT to speed up debugging, refactoring, and delivery while maintaining high code quality standards.

**TRAVEL AVAILABILITY:**

- U.S. (tourist visa) · Canada (eTA)

## Technical Skills

**Frontend Development**

- React, Next.js, Remix
- Modern JavaScript (ES6+, Async/Await, Closures, Event Loop)
- Advanced CSS (Flexbox, Grid, Animations, Custom Properties)
- Performance Optimization (Code Splitting, Lazy Loading, Core Web Vitals)
- Accessibility (ADA / WCAG standards)
- SEO & Web Best Practices

**UI/UX Design**

- Design systems & component libraries
- End-to-end application design & UX architecture
- User research (interviews, usability testing, heuristic evaluation)
- Design-to-code translation
- Tools: Figma, Adobe XD, Balsamiq, Sketch

**Development Tools**

- Git & GitHub (branching, workflows, CI/CD)
- Modern build tools (Vite, Webpack)
- Node.js-based tooling
- WordPress (custom themes & plugins)
- Laravel framework
- Headless CMS (Strapi)
- REST APIs & GraphQL
- SQL databases (MySQL)

**Professional Skills**

- Agile / Scrum environments
- Cross-team & sync communication
- Troubleshooting & root-cause analysis
- Security & scalability awareness
- AI tools for productivity and development

## Portfolio



**BetAnySports**

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

FOCUS: Headless architecture, UI, performance

[View Project](#)



**Insiders**

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

FOCUS: Headless architecture, UI, performance

[View Project](#)

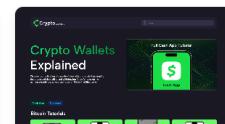


**Goods**

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

FOCUS: Headless architecture, UI, performance

[View Project](#)



**Crypto Tutorials**

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

FOCUS: Headless architecture, UI, performance

[View Project](#)



**My Bookie**

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

FOCUS: Headless architecture, UI, performance

[View Project](#)

## Work Experience

### Confidential - Freelancer

#### Senior Web Developer

Current

- Working as a senior individual contributor on confidential client projects, delivering modern, high-performance front-end solutions aligned with business and product requirements
- Developing and maintaining production-ready user interfaces using React and TypeScript, with strong focus on code quality, performance, and long-term maintainability
- Building reusable, component-based architectures to support scalable and evolving applications
- Collaborating closely with product, design, and technical stakeholders to translate requirements into clean, efficient implementations
- Contributing across the full development lifecycle, from feature implementation to optimization and refinement of existing systems

Core stack: React, Astro, WordPress, TypeScript, Tailwind

### Brand Builders Sportsbook

#### Senior Web Developer Lead

May 2024 - Aug 2025

- Led and managed a cross-functional team of 7 professionals, including front-end developers, designers, and marketing/content specialists within the online gambling industry
- Hired specifically to elevate the company's front-end and design practices, transitioning teams away from legacy workflows toward scalable, maintainable front-end architectures
- Played a key role in the development and evolution of the company's main brand platform (BetAnything.eu), supporting brand growth, performance, and content scalability
- Built and maintained high-traffic, marketing-driven platforms including affiliate websites, brand pages, and campaign landing pages
- Defined and implemented component-based front-end architectures to reduce maintenance effort and improve long-term productivity
- Oversaw delivery and maintenance of commercial websites, marketing platforms, and brand assets at scale
- Coordinated Agile/Scrum workflows across concurrent initiatives to improve delivery cadence and cross-team collaboration
- Provided hands-on technical leadership and mentorship, supporting developers through architectural decisions and modernization efforts
- Worked closely with stakeholders to align technical execution with marketing, product, and business goals

Stack: React, Astro, WordPress, TypeScript, Tailwind

### Prevent Security - BetUs Sportsbook

#### Senior Front End Developer - WordPress

Mar 2023 - May 2024

- Served as Senior Front-End Developer and technical lead, guiding a cross-functional team of 8+ developers and designers across high-traffic digital platforms
- Led the development of custom WordPress themes from scratch for multiple high-profile brands operating as large-scale sports media and editorial platforms
- Defined front-end architecture and component-based systems to support scalability, maintainability, and rapid content production
- Delivered 10+ high-impact WordPress projects, coordinating timelines, priorities, and quality across concurrent initiatives
- Collaborated closely with designers, content managers, and stakeholders, acting as a bridge between design, content, and engineering teams
- Mentored junior and mid-level developers through code reviews, technical guidance, and best-practice adoption
- Contributed to projects using Laravel for backend-driven features and React.js for interactive UI components
- Promoted agile workflows, continuous improvement, and shared ownership, resulting in stronger team alignment and productivity

Core stack: WordPress, PHP, Laravel, JavaScript, React, Advanced CSS

### Assemble Studio

#### Front End Developer

Aug 2021 - Aug 2022

- Worked as a hands-on front-end and email developer delivering HTML email campaigns, banners, landing pages, and websites for pharmaceutical clients, adhering to strict brand, UX, and compliance requirements
- Collaborated closely with design teams to refine UX/UI practices and ensure consistency across regulated, content-heavy communications
- Contributed across the full project lifecycle, from requirements analysis and UX/UI design through final implementation
- Produced wireframes, prototypes, and design deliverables using tools such as Figma, Adobe XD, Sketch, and Balsamiq
- Developed reusable front-end components and templates to support scalable and maintainable delivery
- Created internal tooling using Node.js to improve development workflows, modularity, and team productivity
- Worked with dynamic content management solutions to support personalized, data-driven campaign execution at scale

## Accenture

### Web Developer Senior Analyst

Jul 2020 - Jul 2021

- Worked as a hands-on front-end and email developer within an enterprise marketing department during the pandemic
- Built and maintained HTML email templates, landing pages, websites, and digital marketing assets for high-volume, brand-driven communications, ensuring cross-client compatibility, performance, and visual consistency
- Developed reusable email and front-end components using HTML, CSS, and JavaScript
- Worked extensively with Salesforce Marketing Cloud at enterprise scale, including AMPscript, Data Extensions, dynamic content, and campaign deployments
- Supported audience segmentation, personalization, and end-to-end campaign launches
- Collaborated closely with designers, marketers, and stakeholders throughout the full campaign lifecycle
- Delivered marketing assets for enterprise clients, including Citi and Wells Fargo

## Business Solutions - JazzSports Sportsbook

Nov 2017 - Dec 2019

### Technical Lead Manager

- Led and mentored two cross-functional teams composed of front-end developers, designers, and marketing/content specialists (casino & sportsbook)
- Served as technical lead and point of reference for front-end and UI decisions across multiple high-traffic digital platforms
- Guided the modernization of front-end and design practices, helping teams transition away from outdated workflows and legacy approaches
- Defined technical direction, reviewed implementations, and supported teams in building scalable, component-based front-end architectures
- Oversaw delivery and maintenance of high-traffic commercial websites, email platforms, animated banners, and marketing assets
- Standardized processes, workflows, and best practices across teams to improve consistency, quality, and long-term maintainability
- Coordinated Agile/Scrum workflows across multiple disciplines and concurrent initiatives
- Provided ongoing technical mentorship, coaching developers and designers to raise overall team maturity and execution quality

Stack: WordPress, PHP, Advanced CSS, JavaScript

## Prime Ideas - MyBookie

Feb 2016 - Oct 2017

### Technical Lead Front End

- Led front-end development for high-traffic sportsbook and marketing platforms in the online betting industry
- Played a key role in the development of a custom sportsbook platform (2017) and a cashier / payment processing system handling real-money transactions
- Built and maintained scalable, component-based front-end architectures using WordPress and Laravel, focusing on performance, security, and long-term maintainability
- Designed and implemented component-based, reusable UI structures to reduce maintenance and support long-term scalability
- Collaborated closely with designers, backend developers, and stakeholders across multiple concurrent projects
- Acted as technical mentor for junior developers, providing code reviews, guidance, and front-end best practices
- Supported Agile/Scrum workflows and continuous delivery in a fast-moving, high-demand environment
- Maintained strong focus on performance optimization, code quality, and long-term code health

Core stack: WordPress, PHP, JavaScript, Advanced CSS

## Double Digit

Sep 2015 - Feb 2016

### Front End and Email Developer

- Implemented and optimized HTML email campaigns, digital banners, landing pages, and client-facing websites in a fast-paced agency environment
- Ensured compatibility across browsers, devices, and email clients while meeting tight delivery timelines for multiple client projects
- Translated business and creative requirements into structured layouts and functional UI implementations
- Built modular, reusable UI components using HTML, CSS, and JavaScript to support rapid iteration and consistent delivery
- Worked with proprietary internal systems to render dynamic, data-driven content
- Contributed to improving development workflows through reusable templates and shared front-end patterns, increasing efficiency across projects
- Collaborated closely with design and project teams to support usability-driven design decisions and efficient delivery

## Experian Marketing Services

Aug 2012 - Oct 2015

### Front End and Email Developer

- Built and maintained HTML email templates, display banners, landing pages, and marketing websites for large-scale, multi-brand campaigns
- Ensured cross-browser and cross-email-client compatibility, performance, and visual consistency across multiple brands
- Developed reusable front-end components using HTML, CSS, and JavaScript
- Integrated dynamic, data-driven content through Experian's internal proprietary platforms
- Collaborated with designers and stakeholders across the full project lifecycle, from requirements and IA to final UI implementation, producing wireframes and layout mockups (Photoshop, Illustrator, Fireworks)
- Contributed to internal tooling and template systems to improve scalability, consistency, and development efficiency
- Provided technical guidance and training to team members on front-end and email development best practices

Get In Touch

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