

# JETHRO REUEL A. ESTRADA

Full Stack Web / Mobile Developer



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## SUMMARY

**10+ years experience** in software development, with a track record of success in delivering client requirements and deploying to App Store and Play Store.

Proficient in **React**, **React Native** and **NodeJS**, with extensive experience in **end-to-end application development**.

Passionate with delivering software solutions that are optimized for **performance**, **scalability** and **user experience**.

- Goals:
- Develop scalable, performance oriented and user friendly **web / mobile applications**
  - Stay up to date with **latest technologies, trends** and **company standards**
  - Maintain a growth and **open mindset**, and improve effective communication with the team.
  - Streamline development through automation best practices such as **Unit / Integration Testing** and **CI / CD**
  - **Strive to contribute** to the success of the organization

## EXPERIENCE

Mobile App Developer (Contractor)  
**Busybody**

05/2024 - Ongoing      Work from home

As the sole mobile developer, I was tasked to develop an iOS **fitness app** from scratch. It is the mobile version of their existing web app **busybody.io**

- o Developed screens, elements and state management using **modern techniques, libraries** and **latest Expo**
- o Built **beautiful UI elements** such as graphs, forms, etc., **with smooth animations** using **Shopify's React Native Skia** and **Reanimated V3**
- o Used **Jotai v2** for state management
- o Ongoing roadmap

## TECHNOLOGIES

### Front End

React	React Native	Expo
Redux	GraphQL	Jotai
TypeScript	Vanilla JS / CSS	Gatsby

### Back End

NodeJS	PostgreSQL	MongoDB
Firebase	AWS	Python

### Tools

Jest	Git	Sentry
CI / CD	Android Studio	Xcode
Fastlane	Google Maps	ChatGPT

## LANGUAGES

Filipino	<div><div></div><div></div><div></div><div></div><div></div></div>
Native	
English	<div><div></div><div></div><div></div><div></div><div></div></div>
Proficient	

## EXPERIENCE

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### Web / Mobile App Developer (Contractor)

#### Built Different LLC

📅 04/2023 - 04/2024    📍 Work from home

As a **startup** company, I kickstarted, developed and deployed **JABA AI** for **web** and **iOS** versions in production. This is an **AI brand assistant** for athletes and admins.

- Delivered initial **web version** for **successful investor demo** within the **first week**
- Developed **iOS app from scratch** and **deployed App Store** release versions
- Utilized **EAS** (Expo Application Services) to manage app versions
- Developed major features such as **Feeds, Chatbot, TikTok - Instagram - Youtube API Integrations, Onboarding and Personalization quiz**, etc

### Mobile App Developer (Contractor)

#### 8WeekApp

📅 06/2022 - 04/2023    📍 Work from home

Worked on a **social networking app (Graduapp)** for students, parents, teachers, and schools. The app serves as an **online journal** of the students' experiences at their institution.

- Involved in the selection of technology stack for both mobile and backend
- Setup AWS services such as **S3 for auto thumbnail generation** and **SNS for token to topic subscription push notification**
- Developed **backend APIs** for **student, parent and school admin roles** using **Node.js**
- Developed mobile app features such as **Real-time feeds, Tag Filters, Comments, Mosaic Gallery, Notifications**, etc

### Web / Mobile App Developer

#### Macanta Software Ltd. (acquired by JulesAI)

📅 07/2020 - 06/2022    📍 Work from home

Macanta is a **white label CRM SaaS** that is flexible to fit the needs and requirements of business owners.

- **Sole client side developer** for both **web and mobile** platforms, built from scratch using **React, React Native & Apollo GraphQL**
- Sold by founders for a majority stake acquired by **JulesAI**
- Architected flexible data schemas and components
- **Live and maintaining** both web and mobile platforms for **over 10 business owners** with **multiple user daily login / retention**
- Was a startup company with 4 employees (2 founders and 2 developers including myself).
- Published initial app to **App Store** and **Play Store**
- Partnered with [AppSumo](#)

## EDUCATION

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### Bachelor of Science in Computer Engineering

#### De La Salle University - Manila

📅 2007 - 2012

# EXPERIENCE

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## Mobile App Developer (Contractor)

### Total Assurance Solutions Group

📅 12/2019 - 06/2020    📍 9/F M1 Tower, HV Dela Costa St., Makati

TAS Group provides management solutions for oil & gas suppliers and their clients. **Using React Native**, I was tasked to debug, improve code standards and add new features for 2 existing apps in production.

- Within **first week** of the job, **determined the root cause of existing blocker bugs** and was able to apply the fix related to offline / online data synchronization and offline action queueing.
- **Applied major performance enhancements** by improving UI frame rates, touch responsiveness, removing heavy business logic from View, etc.
- Incorporated **unit tests** using **Jest** and **Enzyme**.
- **Improved existing coding standards** and implemented best practices on relocating business logic to be separated from View.

## Mobile App Developer (Contractor)

### Zakly Inc.

📅 01/2019 - 12/2019    📍 Work from home

As the sole developer, I successfully developed a family / friends tracker for pickups, drop-offs and events using **React Native and Firebase**.

- Developed major features such as **Real-time Background Geolocation, Chat, Geofence Push Notifications, Google Maps, Travel Duration & ETA, User Profile, Fluid Animations and Transitions**, etc.
- Utilized Firebase tools such as **Firestore, Cloud Functions, SSO Authentication, Analytics, Crashlytics and Dynamic Links**

## Web / Mobile App Developer

### ADEC Innovations

📅 11/2016 - 01/2019    📍 9/F Kingston Tower, Acacia Ave., Muntinlupa

ADEC Innovations provides a variety of software solutions to multiple different enterprises or gov't agencies. I was assigned **multiple web and mobile projects developed from scratch**. I was also tasked in developing and updating CMS components for existing websites.

- Worked with web projects using front-end technologies such as **ReactJS, SASS, CSS Modules, Bootstrap, Redux, Sagas**.
- Also implemented back-end technologies such as **NodeJS, GraphQL, Strapi CMS, MODX and WordPress**
- Applied progressive enhancement strategies on responsive websites.
- Spearheaded their first ever mobile project development using **React Native. Successfully delivered on iOS and Android phones & tablets**
- Multiple commendations and gift checks received for finishing projects.

# EXPERIENCE

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## Web / Mobile App Developer

### Asia Pacific Digital

📅 11/2014 - 09/2016    📍 9/F V Corporate Center, LP Leviste St., Makati

APD provides digital marketing services and software solutions to companies.

- Worked with web projects using **jQuery, AngularJS, Java, JSP, MySQL and WordPress**
- Worked with hybrid mobile projects using **ionic Angular**
- **Nominated employee of the month**

## Web Developer

### Entertainment Gateway Group

📅 06/2012 - 11/2014    📍 3/F Bloomingdale Bldg., Salcedo St., Makati

As a junior role, I had the opportunity to work with client and server side technologies to develop and maintain web apps.

- Front-end with **jQuery, JS, HTML, CSS**
- Back-end with **Java, Spring, Hibernate and Oracle DB**
- On-site demos with client