Phil Barera

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Results-driven Frontend Engineer with 8+ years, specializing in performant, scalable React/Next.js applications, full-stack architecture, and technical leadership

Technical Skills

Languages & Frameworks: JavaScript, React, Next.js, Node.js, Express, HTML, CSS
Tooling & Infrastructure: AWS, Github Actions, Docker, CI/CD, Redux, Nginx, Testing, Cursor
Databases & APIs: REST APIs, MySQL, PostgreSQL, MongoDB, Redis, Postman, Lambda
Other: Git, Agile/Scrum, JIRA, UX/UI Collaboration, Performance Optimization, Figma, Storybook, SEO

Work Experience

American Addiction Centers, San Diego, CA
Senior Frontend Engineer (Manager, Frontend Engineering)   Apr 2022 - Present
- Led frontend development for 20+ web apps; managed engineers, cleared roadblocks, and coordinated cross-functional sprints
- Created a React component library in Storybook, accelerating feature delivery across teams
- Migrated advertising platform from legacy codebase to Next.js/Redux, improving maintainability and developer efficiency
- Integrated Sentry error tracking, automated tests, and code coverage across core projects
- Built React-based internal tools for QR code tracking, redirect automation, and shared data management, with passwordless authentication (Auth.js)
- Oversaw rollout of cookie-driven lead scoring system to dynamically route users based on browsing behavior and intent
- Automated security audits via GitHub Actions, accelerating vulnerability patching
- Developed a client payment portal integrated with Salesforce for seamless transactions
- Built React Native mobile app proof-of-concept to extend alumni patient engagement

Lead Frontend Engineer   Mar 2019 - Apr 2022
- Consolidated common sites into a shared ecosystem, reducing bug count by 20% YoY
- Improved customer funnel with multi-step insurance verification form, reducing lead drop-off
- Standardized CI/CD practices (AWS, Docker) for seamless deployments and faster onboarding
- Built a performance monitoring dashboard in React and MongoDB to track Lighthouse scores and Web Vitals across all sites
- Initiated quarterly tech debt reduction sprints and led comprehensive documentation efforts
- Created IP-to-geolocation microservice (Express + MaxMind) to tailor app content by location

Frontend Engineer   Feb 2017 - Mar 2019
- Built and maintained high-traffic Next.js application (americanaddictioncenters.org)
- Collaborated with designers to overhaul custom WordPress themes for improved UX
- Delivered new features, patches, and enhancements across the portfolio

Dana-Farber Cancer Institute, Brookline, MA

Web and Email Developer, Digital Marketing   Feb 2014 - Feb 2017

- Built and maintained fundraising microsites and email templates, while advising clients on digital marketing strategies

Advanced Visual Systems, Waltham, MA

Online Marketing Coordinator   Jun 2011 - Feb 2014

- Redesigned business website to improve UX and search visibility, and developed email templates and landing pages for marketing campaigns

Education

Ithaca College, Ithaca, NY - B.A. Business Administration   Jun 2011