

Angel Esguerra

Front-end Engineer | UI/Ux Designer

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Skills

HTML/CSS

HTML5, CSS3, Vanilla CSS, Bootstrap, SASS/SCSS, Responsive, mobile-first websites, HTML Emails

Javascript

Vanilla JS, ES6, Typescript, jQuery, Angular 1.x, React 16.x, VueJS 2.x

Tools/Services

JIRA, Git, NPM, Google Analytics, Adobe Analytics, Shopify, Stripe, PayPal, HubSpot, Salesforce, Wordpress, Adobe Photoshop, Illustrator & InDesign

Backend

Vanilla PHP, MySQL

Marketing

Email Blasts, UTM Attribution, SEO, PPC Advertising

Graphic Design

Branding, Corporate Stationery Design, Print production

Profile

I have a **passion for developing engaging user experiences** with real world applications that people and companies benefit from. I have over **20 years working and delivering solutions** that create real world benefits, from multi-million dollar ecommerce platforms to custom software applications that are still being used today. **I love exploring new technologies and innovations** to get the best results from my work. Having started working with early programming languages and HTML, to now being about to get the most out of coding and CSS frameworks, **my work is always evolving** as a result.

Experience

SmartDesk CRM Inc.

Lead Front-end Engineer / May 2016 - Feb 2020

Led the design and front end architecture of their main Laravel-based CRM application from scratch, using jQuery and VueJS on the front end. Latest initiative was to redesign and convert the front end into a progressive web application using React 16.x.

Acklands-Grainger Inc.

Lead UI+UX Designer / May 2013- May 2016

Redesigned the company's public e-commerce platform, enhancing the user experience by improving user workflows. Utilized Angular 1.x on the front-end to work with the Grails (Java based) framework in the backend.

BoardSuite Corp.

Interactive Media Director & Brand Strategist / Sept 2010 - Oct 2012

Spearheaded the development of the company's brand and image. Other responsibilities include design, creative direction, SEO, online marketing initiatives and event promotions. Also developed UI and UX of the company's flagship product: an online minute book for directors of private, public and not-for-profit organizations.

Inweb Media

Interactive Media Director / Aug 2006 - Sept 2010

Director of interactive media. Responsibilities include planning, resource allocation and creative direction on interactive media projects. Additional responsibilities include client communication and project management.

Various Freelance Work

Contract & off-site freelance work for several advertising agencies such as Trapeze Media, Zig and Lowe Roche to create interactive ads, microsites and online promotional games. Worked on projects for Ikea, Mitsubishi, Viva/YRT and The Government of Canada.

Outcome Design & Communications

Graphic & Web Designer / Mar 2006 - Aug 2010

Freelanced on and off working onsite as a designer and front end web programmer. Additional responsibilities include client communication and project management.

Craib Design & Communications

Graphic Designer / Apr 2000 - Nov 2006

Worked mainly in print, primarily with annual reports and corporate branding. Secondary duties included web design/programming and project management.