

Contact

www.linkedin.com/in/esteban-flores
(LinkedIn)
www.estebanfloresf.com/
(Personal)

Top Skills

Vercel V0
Microsoft Azure
HTML5

Languages

Inglés (Full Professional)

Certifications

React Nanodegree Program
Visualizing Data from NYU Stern
TypeScript
Introduction to Claude Cowork
Big Data & Data Analytics

Honors-Awards

ABCD (Above and Beyond Call of Duty)
ABCD (Above and Beyond Call of Duty)

Esteban Flores

Senior Frontend Developer | eCommerce Specialist | SEO-Focused |
10+ Years Building High-Converting Web Experiences
Quito Metropolitan Area

Summary

With over 10 years of experience in frontend engineering, QA, and business analysis, I have a proven track record of utilizing technologies such as Optimizely B2B Commerce CMS, React, Angular, and Typescript to restyle and design website functionality, while also ensuring brand awareness through efficient, predictable, and timely project execution.

Professional Skills

Product Development, Agile Development, Business Analysis

Technical Skills

Javascript, HTML, CSS/SASS, React, Cypress JS and Python

Experience

Verndale

11 years 6 months

Senior Frontend Engineer

January 2025 - Present (1 year 10 months)

Quito, Pichincha, Ecuador

Lead frontend engineering for enterprise B2B commerce implementations built with React, Angular, and TypeScript.

Design scalable frontend architectures and reusable component libraries for long-term maintainability.

Collaborate directly with clients to gather requirements, validate technical solutions, and translate business needs into implementation plans.

Mentor developers and provide technical leadership through code reviews, architecture discussions, and best practices.

Integrate AI-assisted development workflows to improve productivity, documentation, and solution delivery.

Partner with cross-functional teams including backend engineers, UX designers, QA, and business analysts to deliver high-quality software.

Drive performance optimization, accessibility compliance, and responsive design across enterprise applications.

Support production deployments, troubleshoot complex issues, and lead continuous improvements.

Key achievements

Led the delivery of multiple enterprise client projects from technical design through production.

Improved development efficiency by adopting AI-assisted engineering workflows and reusable frontend patterns.

Served as a technical point of contact for frontend architecture and implementation decisions.

Frontend Engineer

January 2022 - December 2024 (3 years)

Quito, Pichincha, Ecuador

Designed and implemented new frontend features using React, Angular, and TypeScript.

Redesigned key website experiences to improve usability, engagement, and performance.

Worked closely with UX designers, backend developers, and business analysts to translate requirements into production-ready solutions.

Improved application quality by proactively debugging issues and maintaining clean, reusable code.

Contributed to multiple B2B e-commerce implementations, developing responsive and accessible user interfaces.

Conducted smoke testing across browsers and devices before production releases.

Key achievements

Reduced reported UI defects by approximately 90% through proactive maintenance and testing.

Delivered projects on schedule by actively participating in planning, estimation, and technical discussions.

Junior Frontend Developer

May 2020 - December 2021 (1 year 8 months)

Quito

Developed and maintained responsive web pages using HTML, CSS/SASS, JavaScript, and Angular.

Implemented UI components from design specifications while following accessibility and responsive design best practices.

Fixed UI defects and supported bug resolution across multiple client projects.

Participated in Agile ceremonies including daily stand-ups, sprint planning, and retrospectives.

Performed cross-browser and cross-device testing to ensure consistent user experiences.

Collaborated with senior developers during code reviews and feature implementation.

QA Engineer

May 2015 - April 2020 (5 years)

Quito, Ecuador

- Successfully provided quality assurance on multiple web applications, resulting in a 90% bug-free launch rate.
- Implemented manual and automated testing of website functionality, content, and visual management, resulting in reduced post-launch bugs.
- I consistently ran full manual test products and used test automation tools, resulting in a 95% test coverage rate.
- Successfully managed and managed a ticketing system
- Contributed to the development of best practices, strategies and methodologies for software quality control
- I constantly ensured that the products met all the specific requirements based on the client's needs.

Philip Morris International

3 years 7 months

Commercial Tools Analyst

October 2012 - April 2015 (2 years 7 months)

Quito, Ecuador

- Developed and implemented new commercial dashboards using HTML, JS, XML, and ASP.NET, resulting in a 15% increase in sales team's sales rep performance review.

- Successfully managed and updated Excel tools for business reports, resulting in a 20% increase in accuracy of data analysis.
- Utilized SAP Crystal Xcelsius to design and direct web-based reports, resulting in a 25% reduction in report creation time.
- Developed and managed Sales reports using SQL Server Management BDD and Microsoft SQL Server 2008, resulting in a 15% increase in sales representative reviews records.
- Created and maintained SAP Crystal Reports Design (Xcelsius) and Sales & Marketing Dashboards, resulting in improved sales forecasting and marketing effectiveness.

Commercial Analyst

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Business Analyst Intern

October 2011 - September 2012 (1 year)

During my 1-year internship Internship in the Business Analysis & Sales Information Department, I developed a Sales Dashboard with SAP Crystal Xcelsius.

Education

Pontificia Universidad Católica del Ecuador

Bachelor of Applied Science, COMPUTER AND INFORMATION SCIENCES
AND SUPPORT SERVICES · (September 2007 - September 2013)

Colegio Militar "Eloy Alfaro"

High School Degree, Sciences degree · (2002 - 2007)

Colégio Militar

High School Diploma, Sciences degree