

Philip Vella

Senior Frontend Software Engineer

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Profile

Based in London, United Kingdom, I am a Senior Frontend Software Engineer with 10+ years of experience designing and operating large-scale web platforms serving multiple brands and international markets across the United Kingdom and Europe.

Specialised in TypeScript-based frontend architecture, edge computing, and high-performance web applications, with a strong focus on developer experience, observability, and cross-team platform delivery.

Core Skills

FRONTEND

JavaScript, TypeScript, React, HTML, CSS, ES6, Tailwind, Vite, Remix, Astro, Webpack, Liquid, Handlebars.js, ES Lint, Prettier, Jest, React Testing Library, Storybook, Sass, GraphQL, MUI, Google Tag Manager, Islands Architecture

PLATFORM & TOOLING

Cloudflare, Azure DevOps, Grafana, Kibana, Sonar, K8s, Docker, Instana, AWS, Vercel, Vercel Serverless Functions, Express server, Bash scripting

BACKEND

Node JS, BFF (Backend for Frontend)

TOOLS

Git, Jira, confluence, agile, Slack, Jenkins, Sonar, Shopify

NATIVE

Xcode, Android Studio, Native Bridging

Experience

Senior Frontend Software Engineer

2023/09 - PRESENT

Kingmakers Group (BetKing / SuperSportsBet), United Kingdom

Multi-brand online gaming platform engineering, Frontend platform and product delivery

Teams: Acquisition, Responsible Gaming, Engagement, Payments, Wallet, Native App, Agency

- I work across multiple frontend teams, shaping technical strategy, influencing engineering roadmaps and translating ambiguous business needs into clear, deliverable requirements.
- This helps teams align earlier, remove blockers faster and make more consistent technical decisions across the domain.
- A recurring focus is performance for users on low-end mobile devices and slower networks, using SSR, CDN caching, lazy loading and Cloudflare Worker-backed BFF patterns.
- I lead the fortnightly Frontend Community of Practice, bringing engineers together to share knowledge, align on architecture and strengthen engineering standards.

Lead Software Engineer

2022/09 - 2023/09

Relevant Bits Inc (London)

B2B Software Development

- During my tenure at Relevant Bits Inc, I have had the opportunity to work on various exciting projects, ranging from Shopify applications and themes to Autodesk University, Autodesk Profile, and Autodesk.
- One of the key technologies we utilized for frontend development was React, combined with the flexibility of Tailwind CSS.

Software Developer

2016 - 2022

Tipico Co. Ltd, St. Julian's (Malta)

iGaming/Sportsbook

- I take on an open and proactive mindset in every job entrusted to me.
- My strong analytical and problem solving skills have allowed me to deliver work of great quality while my flexibility and creativity has helped take the team to high levels of performance.

Frontend Software Developer

2013 - 2016

B3W Group - B3W Group, Gzira (Malta)

iGaming/Online Casino

- B3W Group was an online casino focused company where I worked on white-label casino products from a shared frontend codebase.
- I used Handlebars.js templating to build brand-specific views from one source, introducing me to the practice of serving multiple casino brands from a single codebase.

Web Deployment and Quality Assurance

2012 - 2013

MITA, Santa Venera (Malta)

Digital Security Consultant for the Government of Malta

- Perform pre-deployment updates on test servers so that clients are able to test the web application functionality following the implementation of bug fixes and updates before these can be transferred to the.

Selected Projects

Multi-Brand Frontend Platform

Designed and maintained a shared frontend architecture serving multiple brands and locales from a single codebase, enabling faster delivery across international markets.

REACT / REMIX / TYPESCRIPT / MULTI-BRAND

Edge Routing and API Orchestration

Implemented edge-based orchestration with Cloudflare Workers and introduced a Discrimination-ID header routing strategy to support market-aware backend routing.

CLOUDFLARE / EDGE / API / ROUTING

Performance and Observability

Optimised critical journeys for low-end mobile devices and slower networks, pairing SSR, caching, lazy loading and observability workflows using Grafana and frontend APM tracing practices.

GRAFANA / OBSERVABILITY / PERFORMANCE / APM

CI/CD and Quality Automation

Designed Azure DevOps pipelines, integrated SonarCloud quality gates, standardised pull-request titles and automated release-note generation from production and release-candidate tag diffs.

AZURE DEVOPS / CI/CD / SONARCLOUD / AUTOMATION

Architecture Leadership and Mentoring

Defined frontend architecture standards, reviewed pull requests across squads, interviewed senior engineers, and drove internal technical alignment sessions.

ARCHITECTURE / MENTORING / LEADERSHIP / COLLABORATION

Education

B.A. - Software Development	2012 - 2013
Fraunhofer Gesellschaft University (Germany)	
BTEC Higher National Diploma - Computing	2010 - 2012
MCAST IICT, Paola (Malta)	
BTEC National Diploma - Computing	2008 - 2010
MCAST IICT, Paola (Malta)	

Leadership Highlights

Senior Engineering Interviews

Interviewed candidates for senior software engineering roles and contributed to hiring quality across teams.

Leadership

Architecture Alignment Sessions

Led internal technical discussions and architecture alignment sessions across frontend and product squads.

Architecture

Technical Documentation

Produced technical documentation, diagrams, and architectural proposals to support cross-team delivery.

Documentation