# Philip Vella

Senior Frontend Software Engineer

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## Summary

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, cross-team platform delivery, and responsible AI-assisted engineering.

At Kingmakers, I have owned product and platform work across React withdrawals, KingPay's Remix/Tailwind rewrite, Cloudflare Worker BFF services, shared auth and observability infrastructure, multi-market localisation, Storybook documentation and CI/CD quality gates.

## Experience

### Senior Frontend Software Engineer

Kingmakers Group (BetKing / SuperSportBet), United Kingdom · 2023/09 – Present (3 yrs 2 mos)
Multi-brand online gaming platform engineering, Frontend platform and product delivery
Teams: Acquisition, Responsible Gaming, Engagement, Payments, Wallet, Native App, Agency

- Built and owned React Withdrawals end-to-end, including first-account journeys, bank validation, status flows and load-balancer controlled beta-to-100% rollout.
- Led KingPay's full rewrite to Remix and Tailwind for multi-market payments experiences across Nigeria, South Africa and Zambia.
- Delivered payments and compliance UI across Nigerian WHT/tax transparency, Skyflow card vaulting, Paystack/Interswitch OTP flows, OPay virtual accounts, Paga wallets and USSD journeys.
- Developed and maintained Cloudflare Workers BFF APIs across multiple product domains, including gateway routing and service-specific workers.
- Designed modular, versioned API structures with reusable Hono controllers, shared middleware and standardised request/response handling.
- Implemented authentication, authorization, localization and client-IP handling across protected API routes.
- Created shared frontend platform infrastructure for Cloudflare Worker entry, notifications/toast handling, translations/i18n and authentication consolidation.
- Led major migrations across My Accounts, Material Tailwind and islands-tailwind with CMS-driven header content, reducing legacy code and standardising modern React delivery.
- Improved production readiness with OpenTelemetry instrumentation, centralised error handling, API documentation support, KingPay E2E payment suites and SonarQube quality gates.
- Supported World Cup-scale traffic peaks through monitored BFF services, using Grafana metrics to benchmark request volume against public peak-event figures and understand caching behaviour, backend routing and third-party provider pressure.
- Improved operational cost and observability by reducing Faro sampling costs by around 100x and removing legacy Elastic APM instrumentation.
- Authored engineering standards covering PR conventions, React guidance, multi-locale docs, Workers URL security, release notes, master-branch protection and CI/CD quality gates.
- Developed a reusable, brand-switchable Storybook setup for shared UI libraries and app-specific components.
- Added Storybook documentation patterns covering component variants, states and interaction behaviour.
- Wired Storybook into CI/CD with preview aliases and production deployments for faster design and QA review.

- Helped standardise component development across the monorepo by centralising Storybook config, Tailwind integration and visual review workflows.

### Lead Software Engineer

Relevant Bits Inc (London) · 2022/09 – 2023/09 (1 yr)
B2B Software Development

- Delivered projects across Shopify applications and themes, Autodesk University, Autodesk Profile and Autodesk community.
- React and Tailwind CSS were used to craft dynamic, visually polished user interfaces from product requirements and Figma designs.

### Software Developer

Tipico Co. Ltd, St. Julian's (Malta) · 2016 – 2022 (6 yrs 11 mos)
iGaming/Sportsbook

- Brought an open, proactive mindset to product delivery, supported by strong analytical and problem-solving skills.
- Flexibility and creativity helped the team maintain a high level of performance across mobile and desktop delivery.

### Frontend Software Developer

B3W Group - B3W Group, Gzira (Malta) · 2013 – 2016 (3 yrs 11 mos)
iGaming/Online Casino

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

### Web Deployment and Quality Assurance

MITA, Santa Venera (Malta) · 2012 – 2013 (1 yr 11 mos)
Digital Security Consultant for the Government of Malta

- Performed pre-deployment updates on test servers so that clients were able to test the web application functionality following the implementation of bug fixes and updates before these were transferred to the web framework production servers.
- Ensured that relevant documentation was submitted by third party suppliers so that the proper pre-deployment and change management process was followed.

## Projects

#### Next Turn: Co-Driver

An iPhone app that calls out each corner before you can see it, the way a rally co-driver reads pace notes, with sat-nav directions in the same voice. It runs on an offline TypeScript pacenote engine that gives byte-identical results on the phone and in the browser. Live on the App Store in the UK.
TYPESCRIPT, SWIFTUI, JAVASCRIPTCORE, OPENSTREETMAP, OFFLINE-FIRST

#### 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

## Skills

**Frontend:** JavaScript, TypeScript, React, HTML, CSS, ES6, Tailwind, Vite, Remix, Astro, Webpack, Handlebars.js, ES Lint, Prettier, Jest, React Testing Library, Storybook, Sass, GraphQL, MUI, Google Tag Manager, Islands Architecture, Frontend Platform Architecture, i18n Architecture

**Platform & Tooling:** Cloudflare, Cloudflare Workers, Azure DevOps, Grafana, OpenTelemetry, OpenAPI / Scalar Documentation, Production Observability, Kibana, Sonar, CI/CD Quality Gates, Azure Pipelines Templates, Feature-Flagged Rollouts, E2E Regression Testing, K8s, Docker, Instana, AWS, Vercel, Vercel Serverless Functions, Express server, Bash scripting

**Backend:** Node JS, BFF (Backend for Frontend), Hono, Cloudflare Workers APIs, API Gateway Routing, Versioned APIs, Shared Middleware, Request Validation, Auth & Authorization, Service Integration, Payment Provider Integration, Localization & Client-IP Handling, Scheduled & Background Processing

**AI-assisted engineering:** AI-Assisted Engineering, Context Engineering, AI-Assisted Debugging, AI Code Review Support, AI Test Scenario Generation, Responsible AI Usage, Technical Research with AI, AI-Assisted Technical Writing

**Tools:** Git, Jira, confluence, agile, Slack, Jenkins, Sonar, Shopify

**Native:** Xcode, Android Studio, Native Bridging

## Education

### B.A. - Software Development

Fraunhofer Gesellschaft University (Germany) · 2012 – 2013

### BTEC Higher National Diploma - Computing

MCAST IICT, Paola (Malta) · 2010 – 2012

### BTEC National Diploma - Computing

MCAST IICT, Paola (Malta) · 2008 – 2010

## Achievements

### 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