# Philip Vella
## Senior Principal Frontend Engineer

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## PROFESSIONAL SUMMARY

With over a **decade** of experience in frontend engineering, I am a **results-driven Principal Frontend Engineer** with a strong background in developing, and optimising modern web applications. Known for my ability to lead teams, collaborate effectively, and deliver solutions that align with **business goals** while maintaining **high technical standards**.

I excel in working with frontend technologies like **React**, **Remix**, and **TypeScript**, while also having solid experience in backend tools and operations such as **Node.js**, **Vercel** and **Cloudflare Workers**. I have a proven track record of **unblocking teams**, **driving performance improvements**, and **enforcing best practices** across domains.

I take pride in organising **Frontend Community of Practice** meetings to foster collaboration and **knowledge sharing**. I've implemented tools like **SonarQube** to reduce pull request times and **improve code quality**, while automating processes such as standardising pull request titles to streamline release workflows. My work with monorepos, including migrating to Turbo, has allowed me to enforce dependency checks, ensure consistency with tools like Prettier and TypeScript, and improve maintainability.

I enjoy **tackling challenges**, especially when working with diverse user bases, such as those on low-end devices or slower networks. My passion lies in building **performant, scalable, and user-friendly applications** while contributing to a culture of **collaboration** and **continuous improvement**.

## SKILLS

**FRONTEND**
- React
- Remix
- Javascript
- Typescript
- ES6
- Eslint
- Astro
- CSS
- SASS
- Jest
- Storybook
- React Testing Library
- HTML
- GraphQL
- Google Tag Manager

**OPERATIONS** (OPS)
- Cloudflare
- K8S
- Vercel
- Docker
- Bash Scripting

**BACKEND**
- Node JS
- Java
- Spring
- ASCII Docs
- Kafka
- MariaDB

**TOOLS**
- Git
- Jira
- Jenkins
- Vercel
- Instana
- Grafana
- Kibana
- Zeplin
- Sonar
- Slack
- Gimp
- Redux Devtools

- ○ AWS
- ○ NodeJS
- ○ Express Server

**OTHERS**
- ○ Scrum Methodology
- ○ Organization & Time Management
- ○ Programming Languages: Javascript, NodeJS, Java
- ○ Object-Oriented Programming (OOP)
- ○ Code & Quality Standards
- ○ Continuous Integration Systems
- ○ Performance Evaluation & Optimization
- ○ Software Testing & Validation

- ○ Strong Communication
- ○ Strong Interpersonal Skills
- ○ JS Frameworks: React, Angular
- ○ Eager To Learn New Technologies
- ○ Source Control: Git
- ○ Performance Analytics
- ○ Scripting Languages: Javascript
- ○ API Design & Development
- ○ Shopify

## WORK HISTORY

**SENIOR PRINCIPAL FRONTEND ENGINEER**     **04/2025 to PRESENT**
**Kingmakers UK Services Ltd. | London, Kingdom**
*( All Frontend Domain)*
*Acquisition | Responsible Gaming | Engagement | Payments | Wallet | Native App | Agency | Sports | Gaming*

Working with multiple teams within the Customer Domain, assisting in project planning and shaping technology strategies. I play a key role in unblocking teams when challenges arise and consistently advocate for best practices across the domain.

As an outspoken and collaborative individual with an eye for detail and a focus on business value, I naturally organise fortnightly **Frontend Community of Practice** meetings. These sessions foster knowledge sharing and alignment across teams. To enhance efficiency, I implemented **Lint checks** and **Typescript checks** on opening of pull request times to improve code quality, and enforce types.

I contribute to maintaining a **pnpm monorepo**, enforcing dependency consistency across internal packages. I also introduced and maintained **Azure Pipelines YAML templates** to standardise builds, linting, and deployments across brands and environments, improving reliability and reducing duplication.

I have been actively involved in the company's **expansion from the Nigerian market into South Africa and Zambia**, ensuring that our frontend architecture, localisation, and deployment strategies scale efficiently and comply with regional standards. I also play a key role in shaping our **islands-architecture** and adoption of modern frameworks such as **Remix** and **Astro**, enabling faster, modular, and more resilient frontend experiences across brands.

These ongoing efforts continue to improve development workflows, uphold high quality standards, and support the company's growth across multiple markets.

**PRINCIPAL FRONTEND ENGINEER**     **04/2024 to 04/2025**
**Kingmakers UK Services Ltd. | London, Kingdom**
*( Customer Domain)*
*Acquisition | Responsible Gaming | Engagement | Payments | Wallet | Native App | Agency*

I collaborate with multiple teams within the Customer Domain, assisting in project planning and shaping technology strategies. I play a key role in unblocking teams when challenges arise and consistently advocate for best practices across the domain.

As an outspoken and collaborative individual with an eye for detail and a focus on business value, I naturally organise fortnightly Frontend Community of Practice meetings. These sessions foster knowledge sharing and alignment across teams. To enhance efficiency, I implement SonarQube to reduce pull request times, improve code quality, and enforce test coverage thresholds. I also automated the process to standardise pull request titles to include a defined format with ticket numbers and descriptions, streamlining the release process. This approach enables us to generate a clear list of tickets for production releases by comparing Git differences between the production commit tag and the release candidate commit tag.

I contribute to maintaining a Turbo monorepo, which allows me to enforce dependency checks on internal packages. I also automated Prettier, TypeScript formatting, and linting making sure everything is meeting the same standard across the monorepo, promoting code consistency and maintainability. These ongoing efforts improve development workflows and uphold high-quality standards throughout the teams.

### SENIOR FRONTEND ENGINEER II       09/2023 to 04/2024
**Kingmakers UK Services Ltd. | London, Kingdom**
*(Payments)*

During my time at Kingmakers, I began as a Senior Frontend Engineer with the payments team. This role introduced me to working with third-party payment providers and marked my first experience with Strapi CMS. Kingmakers' customer base primarily consisted of clients using low-end mobile phones and slower internet connections, with a significant reliance on data usage. While these constraints posed challenges, they inspired us to implement more performant frontend solutions.

We utilised Next.js with server-side rendering (SSR) on Cloudflare infrastructure, leveraging CDNs strategically positioned close to our customer base. To reduce the computational burden on users' devices, we implemented a backend-for-frontend (BFF) architecture that employed Cloudflare Workers to handle resource-intensive tasks. Additionally, we adopted techniques such as lazy loading, minification, caching, and monitoring tools like Lighthouse to optimise performance further.

### LEAD SOFTWARE ENGINEER       09/2022 to 09/2023
**Relevant Bits Inc | London, Kingdom**
*(Shopify Apps / Autodesk Community / Autodesk University)*

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 community.

One of the key technologies we utilized for frontend development was React, combined with the flexibility of Tailwind CSS. These powerful tools allowed us to craft dynamic and visually appealing user interfaces. To ensure seamless deployment and hosting, we turned to Vercel, which introduced me to the world of serverless functions, also known as Function-as-a-Service (FaaS). This approach came with several advantages, including cost efficiency, automatic scaling, and minimal server management requirements. It was a rewarding experience to see firsthand how these benefits positively impacted our projects.

However, like any technology, FaaS also had its share of challenges. Cold start latency, limited execution time, and potential vendor lock-in were factors we had to address while ensuring the best possible outcomes for our clients.

Working in the e-commerce technology landscape, I honed my skills in a range of powerful tools and frameworks, such as React, Tailwind CSS, Webpack, Liquid, DynamoDB, and Node.js. Leveraging this knowledge, I was able to create Shopify apps that significantly enhanced the shopping experience for users. Converting Figma designs into dynamic user interfaces and implementing complex rules and recipes in our Context App to transform stores based on specific criteria set by businesses was an exhilarating part of my journey.

As a passionate problem solver, I eagerly took on complex challenges and sought innovative solutions to ensure the efficiency, scalability, and reliability of the applications I developed. Staying up-to-date with the latest industry trends was a priority for me, as it allowed me to bring cutting-edge solutions to the table and deliver exceptional results for our customers.

One of the aspects I enjoyed the most about working at Relevant Bits Inc was the strong belief in the power of collaboration. I actively participated in cross-functional teams, ensuring seamless integration of my work with other departments and contributing to an environment where ideas flowed freely, and innovation thrived. This collaborative spirit played a crucial role in the success of our projects and contributed to a positive and supportive work environment.

My time at Relevant Bits Inc has been both enriching and rewarding. The exposure to diverse projects, the cutting-edge technologies employed, and the supportive team environment have further fueled my passion for creating exceptional solutions in the e-commerce technology space. I am excited to continue this journey of growth and innovation in my career with Relevant Bits Inc.

### SENIOR SOFTWARE DEVELOPER                    07/2016 to 09/2022
**Tipico Co. Ltd | St Julians, 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.

As part of a self-organised team I work closely with the product manager on mobile and desktop features. In doing so I contribute to our new technology stack as well as maintain the existing legacy monolith system.

My goal is to continuously help make our product smarter, simpler and safer to use. Throughout my nine years of experience in software development I have garnered solid experience in the use of Javascript ES6, React, redux, typescript, sass, jest as well as various frontend libraries and programming languages. My background has also led me to my involvement in working with REST API´s.

Additionally, I have also learnt the importance of writing clean code while keeping an eye on performance and scalability. My solid knowledge in the CSS preprocessing language SASS has helped improve my time in delivery from project conception to release. It has also aided to decrease maintenance of stylesheets by making them smaller, less complex and easier to maintain. Moreover, I also have sound knowledge of GIT which is our source version control system of choice.

Apart from my passion for coding,I also review code regularly and also check on UIUX designs in order to deliver a complete product for our customers.

While striving for betterness I lend a helping hand to backend developers in the team especially when under pressure with tight deadlines. In order to do so I develop new features across the entire stack, from frontend to backend and also OPS. I do keep the unit test coverage above 90% despite it not being everyone's favourite task. Finally, in the automation field, I have applied my development skills in order to help automation engineers in APIs automated tests together with e2e tests.

During the development cycle of any project I take on a coordinator's role in order to ensure engineering excellence. I do this by being active in scrum meetings involving refinement sessions and dailies. During such refinement sessions I do my utmost to ensure that all user stories are covered while in the daily meetings I keep track of progress and any obstacles that might arise.

My strong background in the above mentioned fields and my passion for this job has led me to coach more junior team members as I am a strong believer in sharing knowledge while learning from each other.

## WEB DEPLOYMENT AND QUALITY ASSURANCE          07/2012 to 07/2013

**Malta Information Technology Agency | Blata L-Bajda, MALTA**
(Internet and Groupware Services)

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 web framework production servers.

Ensure that the relevant documentation is submitted by third party suppliers so that the proper pre deployment and change management process is followed

### EDUCATION

**Bachelor of Science** | Software Development                    *07/2013*
**Fraunhofer Gesellschaft University, München, Germany**

**BTEC Higher National Diploma** | Computing                    *07/2012*
**MCAST - IICT, Paola, Malta**

**BTEC National Diploma** | Computing                    *07/2010*
**MCAST - IICT, Paola, Malta**

### HOBBIES

**RUNNING**
What started out as a means to lose weight and keep healthy, led to 8 years of passionate sport.  When I started running back in 2014, little did I know that running would become such an integral part of my routine.  I have competed in several road races locally in Malta and also internationally.  Several half marathons have led me to push my limits to the maximum and challenge my mind not to give up in dire situations.  Running has helped me boost my mental agility and performance while improving my self esteem.  In turn, these benefits have spilled over to other areas, such as my professional and personal life.

**MOTORSPORT**
I am also an avid fan of Formula 1 and British motorsport.  I have myself driven at the Silverstone Race Track and have certainly learnt to appreciate the dedication and technicalities involved in such disciplines. The amount of teamwork and dedication in this

sport keeps me driven to persist in working well within a team.  Through this I have learnt that one can achieve impressive results when managing to combine raw-talent together with teamwork. This is certainly a hard combination to beat.