

Senior Frontend Engineer

(Experience Systems)

Nick Ortiz

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Specialization:

Experience Systems, Interaction Design, Scalable UI Architecture

Summary

Senior Frontend Engineer specializing in experience systems, interaction design, and scalable frontend architecture across enterprise platforms.

Designs and builds component-driven UI systems, design systems, and performance-optimized applications that enable teams to ship faster, validate ideas earlier, and maintain accessibility and consistency at scale. Strong focus on frontend architecture, experimentation workflows, and interaction systems.

Experience delivering production-grade platforms and systems for global organizations including Salesforce, Microsoft, Meta, Credit Karma, and Samsung.

Selected Impact

- Accelerated editorial output by **40%** through modular Gutenberg component systems and reusable patterns
 - Improved Core Web Vitals (LCP, TTFB) by **20–40%** across enterprise platforms
 - Reduced frontend redundancy by **35%** through scalable design system and token architecture
 - Enabled rapid experimentation workflows through high-fidelity interactive prototypes and reusable interaction systems
 - Improved accessibility scores by **20–30 points** by leading WCAG 2.1 AA initiatives
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Core Skills

- **Frontend Engineering:** React, TypeScript, JavaScript (ES6+), HTML5, CSS3/SCSS, Responsive Design
 - **Architecture & Systems:** Frontend Architecture, Design Systems, Component Libraries, Design Tokens (theme.json), Storybook
 - **Performance & Accessibility:** Core Web Vitals, Performance Optimization, WCAG 2.1, ARIA, Semantic HTML
 - **WordPress & CMS:** Gutenberg (Blocks, Patterns, Variations), Interactivity API, FSE, ACF Blocks, REST API, WP-CLI, VIP Best Practices
 - **Tooling & Testing:** Jest, Cypress, axe, pa11y, GitHub Actions, CI/CD, Vite, Webpack, Node.js, Docker
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Professional Experience

Frontend Developer — Salesforce (via Aquent)

2026

- Built high-fidelity interactive prototypes and reusable frontend components using React, JavaScript, and GSAP to support rapid experimentation across enterprise experience platforms
 - Enabled faster validation of interaction models by delivering production-ready prototype systems prior to full CMS integration, reducing risk and iteration cycles
 - Designed modular UI architectures and interaction patterns aligned with performance, accessibility (WCAG 2.1), and scalability requirements
 - Contributed to design systems and frontend architecture direction, helping define reusable patterns for scalable experience delivery
 - Partnered with product marketing, design, and engineering to translate concept-driven work into system-ready components, improving cross-functional alignment and execution speed
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Independent Frontend Engineer (Contract)

2025 – 2026

- Delivered frontend architecture, UI systems, and prototyping solutions using React and modern JavaScript across enterprise web platforms
- Led MVP scoping and delivery for a time-constrained initiative (mid-December approval → January launch), reducing scope, aligning stakeholders, and advancing implementation to ensure on-time delivery despite team downtime

- Advanced development ahead of team availability during holiday downtime, accelerating delivery and reducing execution risk
 - Focused on component-driven development, performance optimization, and scalable interaction patterns
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Senior Frontend Engineer — 10up | Fueled

2018 – 2025 (Senior: 2022–2025)

Clients: Salesforce, Microsoft, Samsung, Meta, Credit Karma, Entrepreneur

- Delivered enterprise-scale frontend systems supporting 5M+ monthly users across global editorial and marketing platforms
 - Architected design system patterns and theme.json-driven token architectures, enabling consistent UI behavior across large-scale multi-site ecosystems
 - Built 30+ reusable Gutenberg blocks, patterns, and variations, increasing editorial efficiency by 40%
 - Developed React-based Gutenberg components (20+), reducing editor task time by 25–30%
 - Reduced redundant CSS/JS by 35% through scalable frontend architecture and shared component systems
 - Implemented editor–frontend parity systems, reducing QA inconsistencies by 50%
 - Led WCAG 2.1 AA accessibility initiatives, resolving 100+ issues and improving Lighthouse scores by 20–30 points
 - Built and maintained Jest/Cypress test suites (85%+ coverage), reducing production regressions by 40%
 - Improved Core Web Vitals through code splitting, lazy loading, caching, and asset optimization, achieving 20–40% faster load times
 - Mentored engineers and contributed to frontend standards, system design, and architectural direction, reducing onboarding time by 30%
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Education

Computer Information Systems coursework (Web Technology & Digital Media)

Central New Mexico Community College, 2009