

Ed Alpez

Senior Frontend Engineer | React.js / Next.js / TypeScript | Full-Stack & WordPress

Background

Calbayog, Calbayog (Philippines) 6710

alpezed@gmail.com

+639762338367

Senior Frontend & Full-Stack Engineer with over 13 years of experience building high-quality web applications and websites across a wide range of industries. I specialize in React.js, Next.js, and TypeScript, with strong expertise in Node.js, Express, Firebase, and WordPress. Recently expanded into React Native by building Monnei, a cross-platform personal finance application from the ground up.

Over the past 5+ years, I have focused on developing modern frontend systems, custom design systems, and scalable web interfaces using React and Next.js. Prior to that, I spent 9 years working extensively with WordPress, developing custom themes and plugins, building and maintaining websites, and delivering tailored solutions for clients and businesses.

My WordPress experience includes creating ThemeForest-ready themes, developing custom Gutenberg blocks, extending WordPress functionality through plugin development, and working with popular page builders such as Elementor, Divi, WPBakery, and similar visual builders. I have also integrated third-party APIs, customized WooCommerce implementations, and optimized websites for performance, usability, and maintainability.

Work Experience

React Native Developer

Monnei App-Calbayog City, Samar

April 2026 to Present

- Developed a production-quality mobile application from the ground up.
- Built authentication flows, account management, wallets, transactions, and budgeting features.
- Created reusable component libraries and custom hooks.
- Implemented live currency conversion and financial dashboards.
- Optimized app performance and maintained a scalable codebase.

React Developer

Shockwave Media-New South Wales

February 2023 to May 2026

- Architected a complex multi-tenant SaaS platform using Next.js (App Router) and TypeScript, supporting hierarchical user roles (Admins, Resellers, Clients) with granular permission systems and resource isolation.
- Developed a feature-rich, web-based video editor by integrating Remotion and Shotstack, featuring a timeline interface, real-time preview player, drag-and-drop functionality (@dnd-kit), and canvas-based element manipulation (react-moveable).
- Implemented asynchronous AI video generation workflows, managing complex background processing states and "AI Selection" features via a robust service layer and TanStack Query for efficient data synchronization.
- Engineered a scalable asset management system supporting large file uploads (Resumable.js), multi-format exports, storyboard generation, and automated media processing via job queue integrations.
- Optimized application performance and state management by leveraging Zustand for lightweight client-side state and TanStack Query for advanced caching, reducing API overhead and improving UI responsiveness.

- Integrated secure payment processing and subscription management using the Stripe API, supporting tiered pricing, voucher codes, and usage-based billing for video production credits.
- Built a responsive, high-fidelity UI/UX utilizing Tailwind CSS, Framer Motion for complex animations, and Radix UI/Headless UI primitives to ensure accessibility and consistent design across a massive dashboard.
- Established rigorous engineering standards including Playwright for E2E testing, Husky for pre-commit linting, and Semantic Release for automated versioning and CI/CD

Senior Frontend Engineer | WFH

Axpara-Work from Home

May 2024 to August 2025

- Led the development of the Luna Design System, including CLI tooling and package publishing
- Integrated Panda CSS with Style Dictionary tokens for scalable theming
- Refactored key flows with React Hook Form + Zod schema validation (conditional delivery/billing sections)
- Strengthened API integration by introducing runtime type checks, defensive patterns, and Zustand state isolation
- Collaborated with UX and backend teams to deliver performant, testable UI components

Senior React JS Developer

Spiceblue-IN

November 2020 to June 2023

India

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Handled number of calls per day to address customer inquiries and concerns.
- Developed and implemented performance improvement strategies and plans to promote continuous improvement.
- Innovated and implemented interactive features, propelling user engagement and driving a 25% increase in user interactions within the first quarter of launch.
- Engineered and fine-tuned the platform's codebase, resulting in a 30% improvement in overall performance and a 20% reduction in loading times, enhancing user satisfaction and retention.
- Led the establishment of coding standards, contributing to a cohesive development process, and ensuring the delivery of high-quality, scalable code for the long-term success of the platform.
- Orchestrated seamless collaboration with cross-functional teams, including sales, marketing, and customer support, ensuring alignment with business objectives and accelerating time-to-market by 15%.
- Identified and resolved critical technical issues promptly, minimizing downtime and ensuring uninterrupted access to the sales engagement platform for users.
- Implemented scalable solutions, accommodating a rapidly growing user base, resulting in a 40% increase in platform capacity, and supporting the business's expansion into new markets.
- Conceptualized and implemented UI/UX enhancements, refining the platform's visual appeal and usability, contributing to a 20% increase in user satisfaction scores.
- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.

Software Engineer

Intense Visions, Calbayog City-Fort Wayne, IN

April 2018 to June 2023

- Played a key role in enhancing top-selling WordPress products and client websites for Intense Visions.
- Consistently exceeded expectations, showcasing exceptional collaboration skills on both professional and personal levels.
- Adapted seamlessly to evolving business needs and emerging technologies, acquiring new skills effortlessly.

- Demonstrated exemplary proficiency in software development, contributing significantly to the company's success.
- Possessed a rare combination of talents, with a keen eye for design setting him apart in the industry.
- Acknowledging my substantial contributions to the success of Intense Visions.

Wordpress Developer

Viorel Rosu-United Kingdom

May 2017 to March 2018

- Designed and developed feature-rich WordPress themes, meticulously coding each component to ensure a seamless and visually appealing user experience.
- Leveraged a comprehensive skill set in CSS, HTML, PHP, and jQuery to implement intricate design elements, responsive layouts, and interactive features, contributing to a 40% increase in user engagement.
- Initiated and managed a project to create a premium WordPress theme for sale on ThemeForest, demonstrating entrepreneurial spirit and a deep understanding of market trends.
- Conducted rigorous testing to ensure the quality, performance, and compliance of the theme with WordPress standards and ThemeForest guidelines, resulting in a 4.8/5 customer satisfaction rating.
- Delivered exceptional post-launch support, promptly addressing customer inquiries, resolving issues, and releasing updates to maintain compatibility with evolving WordPress versions.
- Proactively kept pace with industry trends, incorporating the latest design and development techniques to enhance the theme's competitiveness and maintain its relevance in a dynamic marketplace.
- Collaborated with designers and marketing professionals to align the theme with market demands, ensuring a strategic and visually appealing product that resonated with target audiences.

Web Developer

Implus Technology Limited-Guangzhou, Guangdong

August 2015 to April 2017

- Employed at Implus from 2015 to mid-2017 as a Web developer with a focus on creating advertising landing pages.
- Creation of impactful advertising landing pages. Leveraging my skills in HTML, CSS, jQuery, and other technologies, I played a key role in driving the company's online presence and marketing initiatives.
- Demonstrated exceptional enthusiasm for the job and willingly took on responsibilities beyond the typical scope of a web developer.
- Stood out as a "team player," actively motivating fellow employees during extended working hours.
- Proven track record of going above and beyond in the assigned role.
- Highly recommended as a qualified candidate for web development positions within any company.

Junior Web Developer

Freelance

January 2011 to April 2016

- Applied advanced knowledge of WordPress core to optimize admin and theme components, enhancing overall website performance.
- Engineered and maintained reusable code libraries, streamlining the WordPress development cycle and reducing project delivery time by 20%.
- Transformed design assets into dynamic, component-based HTML, CSS, and JavaScript, resulting in a 30% improvement in website interactivity.
- Collaborated with end users to define project specifications, formulate effective strategies, and successfully executed the development of new WordPress pages, elevating user engagement by 25%.
- Spearheaded the conversion of PSD files into bespoke WordPress themes, contributing to a 15% increase in website aesthetics and user satisfaction.
- Utilized Chrome Inspector and Firebug for live site debugging, ensuring seamless functionality and an error-free user experience.

- Conceptualized and designed responsive, mobile-first websites from initial design concepts, resulting in a 20% boost in mobile traffic and user accessibility.
- Drove website and graphics design initiatives, creating visually compelling logos and banners that contributed to a 10% increase in brand recognition.
- Orchestrated the resolution of technical issues and troubleshooting requests, leading to a 15% reduction in website downtime and improved user satisfaction.
- Proactively engaged with clients to strategize and optimize site functionality, resulting in a 20% increase in client satisfaction and ongoing partnerships.
- Planned and executed website development projects, converting mockups into a polished web presence with HTML, JavaScript, AJAX, and JSON coding, achieving a 25% improvement in overall website performance.
- Developed comprehensive wireframes, site maps, and content inventories for new website designs, ensuring a user-centric approach and a seamless browsing experience.

Education

Self-taught

High School Diploma

Pagsanghan National Highschool-Calbayog City, Samar
March 2007 to March 2010

Skills

- Express.js
- Tailwind CSS
- Git
- ECMAScript
- NextJS
- Wordpress
- TypeScript
- Html
- REST APIs
- Node JS
- Monorepos
- Web Design
- Jquery
- Php
- MongoDB
- React JS
- Sql
- Web Development
- Css
- Javascript

Links

<https://www.linkedin.com/in/ed-alpez>

<https://github.com/alpez>

<https://edalpez.com>

Certifications and Licenses

React - The Complete Guide (incl Hooks, React Rout - Udemy

November 2022 to Present

Credential ID UC-72412f61-9d62-4580-8415-5e0b6a23f723

Node JS API Development For Beginners - Udemy

July 2022 to Present

Credential ID UC-f258503e-700c-4b06-b28e-ca7dd8566355

Essentials in JavaScript ES6 - A Fun And Clear Int - Udemy

October 2018 to Present

Credential ID UC-T3FIEWLE

Bootstrap 4 Quick Start: Code Modern Responsive We - Udemy

April 2018 to Present

Credential ID UC-C0EFGZ3Y

Sass Workflow - Udemy

March 2018 to Present

Credential ID UC-4714HGUP