Carlos E Sierra

Senior Front End Engineer | React / Next.js / TypeScript

Melbourne, VIC · Australian Citizen

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Profile

Senior front end engineer with 7+ years delivering accessible, maintainable web experiences across product, marketing and enterprise contexts. I specialise in React/Next.js and TypeScript, component-driven UI, performance fundamentals and WCAG-aware accessibility. I enjoy working closely with design and stakeholders to ship reliable features and I've improved delivery speed through practical standards, automation and reusable patterns.

Core Skills

Frontend: React, Next.js (App Router), TypeScript, JavaScript (ES6+)

Quality: Jest, React Testing Library, Cypress (fundamentals)

Architecture: Component libraries, reusable layout systems, design-system thinking

Tooling: Git/GitHub, npm, Vite, CI/CD exposure, Vercel deployments

UI: HTML5, CSS3, SCSS, Tailwind CSS, Bootstrap

Performance: Core Web Vitals fundamentals, lazy loading/code-splitting basics

CMS: Sanity (headless), WordPress, content modelling, editor-friendly patterns

Motion: GSAP (UI animation)

Recent Highlights

• Built internal Node.js/npm automation that reduced production execution time by ~50% and improved delivery consistency.

• Delivered reusable component patterns and shared conventions to keep multi-page builds consistent and maintainable.

• Shipped responsive, WCAG-aware UI across modern React/Next.js codebases, balancing quality with fast iteration.

Selected Projects

• **VAA** - Next.js + TypeScript + Sanity
Structured content modelling, reusable components and dynamic listings; deployed on Vercel.
https://www.venezuelanassociationaustralia.com.au/

• **Structural Assessments** - Next.js 16 + React 19 + TypeScript + Tailwind
Modern section/component architecture; contact flow via reCAPTCHA ® /api/contact ® SMTP email.
https://www.structuralassessments.com.au/

• **Melbourne Structural** - Next.js + React

Improved UI clarity, responsiveness and performance with SEO considerations.

https://www.melbournestructural.com.au/

• **MA Celebrant** - Next.js + React

Responsive marketing site with modular UI components and clean layout structure.

https://macelebrant.vercel.app/

• **Soil Test Melbourne** - Front-end & UX refinement

Enhanced responsive layouts and content hierarchy with usability and SEO focus.

https://www.soiltestmelbourne.com.au/

Professional Experience

MADE THIS (previously EG+) - Senior Front-End Developer

Dec 2023 – Jan 2025 · Full-time · Melbourne

• Built and shipped React/Next.js web experiences with maintainable component patterns and responsive UI.

• Partnered with design and backend teams to implement and refine features end-to-end.

• Improved delivery consistency through shared patterns, code reviews and practical frontend standards.

eg+ worldwide - Senior Front-End Developer

Jan 2018 – Dec 2023 · Full-time · Melbourne

• Built reusable React/TypeScript components and scalable UI patterns across multi-brand deliveries.

• Created internal Node.js/npm automation tooling, reducing release/production execution time by ~50%.

• Translated brand/design systems into scalable frontend patterns; supported team delivery through reviews and guidance.

Earlier contract roles - Jetstar, Open Universities Australia, Myer, DT Digital, XN Australia

• Delivered front-end and email experiences including responsive UI, landing pages and enterprise campaign builds.

Education

Diploma of Interactive Digital Media - Western Institute of Technology (Melbourne)

Additional coursework: https://www.linkedin.com/in/carlosesierra/details/certifications/

Work Rights

Australian Citizen - full working rights