

Lloan Alas.

SENIOR FRONTEND ENGINEER

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Frontend engineer with 10+ years building and leading frontend architectures for enterprise platforms. I specialize in component systems, performance engineering, and WordPress at scale — modernizing large, live platforms without stopping the business.

EXPERIENCE

Anaconda

2021 — Present

Senior Frontend Engineer

- Lead frontend architecture for anaconda.com and adjacent web properties serving millions of users.
- Introduced a shared component library and a performance budget enforced in CI; cut mobile LCP 58%.
- Partner with design, marketing, and docs teams to ship accessible, measurable releases weekly.

Warner Bros. Discovery

2018 — 2021

Frontend Engineer

- Built and maintained high-traffic marketing and content experiences across brand properties.
- Modernized legacy templates incrementally while the sites stayed live and shipping.

Mozilla & ESRI (contract)

2015 — 2018

Frontend Engineer / Consultant

- Delivered WordPress and JavaScript work across newsroom and community platforms.
- Focused on Core Web Vitals, caching strategy, and editor experience; documented handoffs.

Fit Body Boot Camp

2013 — 2015

Web Developer

- Built the multi-site platform serving 500+ franchise locations from a single codebase.

SKILLS

Languages	JavaScript (ES2023+), TypeScript, PHP, HTML, CSS/Sass
Frameworks	React, Next.js, Node.js, WordPress (classic, block, headless)
Practice	Frontend architecture, performance engineering, Core Web Vitals, accessibility (WCAG 2.2 AA), CI/CD, technical SEO, mentoring and code review

SELECTED RESULTS

Platform rebuild	Mobile LCP -58%, build time -40%, template count -63% (38 → 14)
Franchise network	500+ sites, one deploy pipeline, 1.2s mobile LCP
Newsroom	Time to publish -70%, 96% cache hit rate, 12x peak traffic absorbed