SAM ESTEBAN
also known as SAMUEL BUSTOS COLLAO

Front-End Developer | Senior WordPress Developer | Performance & UI Focus

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PROFESSIONAL SUMMARY

Senior WordPress Developer with over 10 years of experience building **fully custom WordPress themes and plugins**, focused on performance, scalability, and maintainable architectures. **Strong background in UI implementation** and close collaboration with design and SEO teams to deliver high-quality, conversion-focused websites.

Experienced in performance optimization for SEO-driven platforms, modern frontend workflows, and WordPress best practices, including custom blocks and API integrations. Comfortable working in fast-paced environments, contributing technical decisions, and delivering reliable solutions for high-traffic sites.

CORE SKILLS

WordPress (Senior-level):
- Custom WordPress theme development (no builders)
- Custom plugin development
- Advanced Custom Fields (ACF), including JSON-based workflows
- Gutenberg block development
- WordPress REST API integrations
- Performance optimization for SEO and high-traffic websites
- Secure and maintainable WordPress architectures (Bedrock)
- Strong PHP and MySQL experience within WordPress environments

Frontend Development:
- HTML5, CSS3, JavaScript (ES6+)
- Responsive layouts and cross-browser compatibility
- UI consistency and accessibility-focused development

Styling & UI:
- Tailwind CSS, SASS
- High-fidelity implementation from Figma designs
- Strong attention to visual detail and UX

Modern Tooling & Workflow:
- Git / GitHub / GitLab (team-based workflows)
- Vite, Webpack
- Modular frontend architectures
- Experience working in Agile and Scrum / iterative development environments

Delivery & Environments:
- Experience working across multiple hosting environments
- Familiarity with CI/CD pipelines in collaborative teams
- Performance-focused build and deployment practices

WORK EXPERIENCE (SELECTED)

Freelance Front-End Developer — Quillota, Chile — 01/2013 – Present

- Delivery of landing pages and full websites with strong focus on **UI accuracy, performance, and long-term maintainability.**
- **Close collaboration with designers and stakeholders** to translate Figma designs into high-quality, production-ready websites.
- Optimization of frontend performance and asset loading **to improve SEO results and user experience**.
- Ongoing maintenance, troubleshooting, and enhancement of **WordPress-based platforms**.

Front-End Developer — Valparaíso, Chile | Quillota, Chile (remote) — 04/2019 – Present
WANT Web & App Design Agency

- **Key contributor** to the creation of a modern Bedrock-based default WordPress theme, **reducing project setup time by 15%** across new agency projects.
- Development of **scalable and reusable frontend** and **WordPress components** used across multiple client websites.
- Collaboration within multidisciplinary teams, including **designers, developers, and project managers**.
- Focus on **clean code, performance optimization, and consistent UI implementation** across projects.

Web Head Manager — Santiago, Chile — 07/2016 – 08/2018
Grupo B&L Enterprises

- Led the **creation and growth** of the company's WordPress-based web division, establishing a **new revenue stream** and contributing to a **20% increase in overall company profits**.
- Oversaw the development of **landing pages and immersive websites** with a strong emphasis on **quality assurance and visual standards**.
- Defined **workflows and technical decisions** for WordPress-based projects, improving **delivery efficiency and output quality**.

EDUCATION AND TRAINING

Advanced WordPress Theme & Plugin Development — Chile — February 2014 - Present
Continuous professional practice and self-directed learning

ReactJS and NextJS — Chile — November 2020 - Present
Udemy

Web Design and Development — Santiago, Chile — August 2012 – December 2013
DuocUC, Tech School, Santiago de Chile

Graphic Design — Viña del Mar, Chile — March 2007 – June 2012
Universidad de Viña del Mar, Chile

VERSALITY

LEARNING & CONTINUOUS DEVELOPMENT

Actively **expanding expertise** in modern frontend frameworks and workflows, including **React-based environments**, with a strong focus on **applying best practices** to real-world production projects. **Highly adaptable to new tools**, CMS platforms, and team processes, with a proven ability to quickly integrate into existing workflows and deliver value.

EXTRA KNOWLEDGE

In addition to technical expertise, I bring **strong creative versatility** derived from my self-taught experience in **editing, producing, and directing video content** (advertisements and short-form reels). This background enhances my ability to **collaborate effectively** on visual, brand-driven, and user-focused digital projects, **bridging the gap** between design, content, and development.

LANGUAGE

English - B2   **Spanish -** Native

FULL PORTFOLIO AT
www.samesteban.com