

Raymond Flores

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Senior Software Engineer with 10+ years of experience building and scaling high-traffic web and mobile systems used by millions of users. Proven track record of driving measurable business impact through performance optimization, system design, and user-focused product development. Experienced in leading cross-functional initiatives across product, marketing, and analytics.

Caesars Sportsbook, Remote

Senior Software Engineer

Software Engineer

JANUARY 2026 - PRESENT

MARCH 2023 - DECEMBER 2025

- Led migration of landing pages from Next.js to Astro with build-time Contentstack integration, reducing page load times by ~40-60% and improving Lighthouse performance scores by ~25% while lowering runtime API dependency
- Architected a landing page platform (Astro + Contentstack) enabling self-serve page creation and rapid experimentation across multiple brands, reducing engineering dependency by ~70% and accelerating time-to-market by ~3x
- Designed and implemented authentication and onboarding systems used by 3M+ users, increasing signup conversion by ~15% and reducing login-related support tickets by ~25%
- Led development of the Refer-A-Friend growth funnel across web and mobile, increasing user acquisition by ~20%+ MoM and improving referral conversion rates by ~15-20%
- Re-architected affiliate attribution pipeline processing ~10k+ events/day, restoring partner trust and increasing high-quality acquisition traffic by ~20%
- Established scalable analytics foundation (GA4 + GTM), improving tracking accuracy by ~30% and enabling self-serve reporting across marketing and product teams
- Improved release quality by 17% by introducing new branching and CI/CD workflows, reducing production incidents during peak events
- Mentored 3+ engineers and established frontend architecture best practices, reducing onboarding time by ~40% and improving team delivery velocity
- Led adoption of AI-assisted development workflows, leveraging multi-agent execution, parallel workstreams, and structured prompting to accelerate feature delivery; established best practices across the team, increasing sprint velocity by ~25% and reducing cycle time by ~30%

Evaluate.xyz, Remote – *Senior Software Engineer*

AUGUST 2021 - MARCH 2023

- First engineering hire, helping scale platform from 0 → ~50K+ users within first year
- Built core frontend architecture in React, enabling rapid feature iteration and reducing development time by ~35% in a 3-engineer team
- Designed scalable UI systems and component libraries supporting high-frequency product updates and experimentation
- Collaborated closely with founders on product direction, contributing to development that helped secure \$4.5M in funding

Tesla, Remote – *Software Engineer*

MARCH 2021 - NOVEMBER 2021

- Developed and optimized vehicle trade-in workflows on Tesla.com, improving completion rates by ~10-15% and reducing friction in customer submissions
- Built internal tools for vehicle processing and tracking, improving operational efficiency by ~20% and reducing manual intervention

Boom Sports, Remote – *Senior Software Engineer*

SEPTEMBER 2020 - MARCH 2021

- Designed and built admin systems for managing large-scale gaming contests, reducing operational overhead by ~25-30%
- Developed React Native applications for major clients (NBC Sports, Barstool), supporting ~100K+ users and delivering high-performance mobile experiences during peak events

Ticketmaster, Pharr, TX
Senior Software Engineer II
Senior Software Engineer I

JANUARY 2020 - JULY 2020
 JANUARY 2019 - DECEMBER 2019

- Rebuilt legacy call center platform using React/Redux, achieving 87% faster load times and 10× reduction in codebase size, significantly improving maintainability and performance
- Introduced real-time dashboards and reporting tools, enabling faster operational decision-making across teams
- Automated workflows and consolidated legacy tools, improving operational efficiency by 20–60% and reducing manual processing costs

Justuno, Austin, TX – Senior Backend Engineer

APRIL 2018 - JANUARY 2019

- Built integrations with Shopify, BigCommerce, and Cloudflare, increasing platform adoption and daily installs by ~20–25%
- Developed notification systems and OAuth 2.0 authentication services used across multiple client applications
- Improved data accuracy and system reliability by processing and correcting hundreds of thousands of records

Pokersports, Remote – Lead Developer

OCTOBER 2016 - APRIL 2018

- Led end-to-end development of a real-time fantasy sports platform, including web and mobile applications supporting multiplayer gameplay
- Integrated payment (PayPal), communication (SendGrid), and real-time sports data APIs to power core product functionality
- Managed and mentored a team of 2 engineers, establishing development standards and improving code quality
- Built and maintained production infrastructure (NGINX, Apache, Linux), ensuring high performance and system reliability

Additional experience available upon request

Education

University of Texas – Rio Grande Valley, Edinburg, TX – Computer Science

AUGUST 2011 - AUGUST 2015

Skills

Languages: JavaScript, TypeScript

Frontend: React, React Native (Expo), Next.js, state management (Redux, Zustand), modern data fetching (React Query, GraphQL), performance optimization

Backend: Node.js, API design (REST, GraphQL), real-time systems (WebSockets), SQL/NoSQL databases (PostgreSQL)

Analytics: GA4, Google Tag Manager, Mixpanel, FullStory

Testing: Jest, React Testing Library, Playwright

AI: LLM-assisted development workflows, multi-agent orchestration, parallel execution, automated test generation