Aleksandr Shulaev

Senior Front End Developer | Engineering Manager

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SUMMARY

Experienced Front End Developer and Technical Team Leader with over 8 years in the industry. Skilled in creating user-friendly interfaces and leading technical teams. Passionate about leveraging my expertise in JavaScript, React, and other technologies to solve complex challenges and drive company success.

WORK EXPERIENCE

Optimax Dev | Software Engineering Manager   **Jan. 2022 - Present**

Founded in 2008, the company has raised $95 million in funding, operates a B2B platform United Vision Plan, and has been recognized as a "Top-500 E-Retailer" and "Best Online Shops 2021" by Newsweek.

- Streamlined the onboarding process for new developers and improved team decision-making and meeting protocols, resulting in a 90% employee satisfaction and retention rate.
- Developed a career roadmap for developers transitioning to team leaders, boosting internal promotion and external recruitment by 25%.
- Led the design and implementation of a MVP for the company's design system using React and Styled Components, integrated with GitHub Actions for CI/CD. This initiative elevated Web Vitals metrics and reduced manual documentation time by 90%.

Optimax Dev | Senior Engineering Lead   **Dec 2019 - Jan 2022**

- Founded and led the Analytics team, transitioning to head the Product Labs team with a focus on A/B testing and user experience personalization.
- Pioneered a modal window widget using Module Federation in webpack, enhancing site loading speed and reducing core bundle size by 8%. Technologies used: Svelte, TypeScript, Testing Library.
- Developed a unique client recommendation tool, boosting conversion rates by 15% among returning users.
- Executed a global refactoring of critical experiments, achieving a 30% reduction in package size and a 40% decrease in load time.
- Integrated Web Vitals metrics to effectively monitor performance changes following new feature implementations, maintaining optimal performance.

Optimax Dev | Senior Front End Developer   **Aug 2018 - Dec 2019**

- Integrated Google Analytics, Dynamic Yield, and Impact Radius into the platform, enhancing user insights, personalization, A/B testing, and marketing strategies. This led to a 50% faster hypothesis testing, 32% increase in CTR for new users, 7% improvement in CR for all users, and a 10% reduction in marketing expenses, significantly boosting company profits.
- Led the transition of over 2,000 files from Flow to TypeScript, responding to the declining support for Flow. This strategic move resulted in better IDE support and streamlined the onboarding process for new developers.
- Introduced the first iteration of automated E2E testing with Puppeteer, reducing regression testing time by 48%.

Retail Rocket | Front End Developer   **Apr 2017 - Jul 2018**

Retail Rocket is an all-in-1 Retention Management Platform that helps businesses grow LTV and generate repeat sales through data-driven marketing technologies and AI personalization.

- Designed and implemented templates for email newsletters and marketing widgets, streamlining the feature development process and accelerating delivery to production by 25%.
- Instituted a rigorous code review process, significantly reducing the occurrence of bugs and enhancing overall code quality.
- Orchestrated technical meetings for the frontend team, facilitating efficient management of technical debt and ensuring prompt updates to the codebase.

Gildiya PRO | Front End Developer   **Oct 2015 - Jul 2018**

- Successfully delivered 16 projects spanning diverse industries, adhering to established deadlines. Technical stack: JavaScript, Knockout, jQuery, HTML, SASS.

SKILLS

Technical skills: JavaScript, TypeScript, HTML, CSS, React, Redux, Jest, React Testing Library, Node.js, styled-components, PostCSS, webpack, Svelte, ESLint, Prettier

Management skills: Mentoring, People Management, Team Building, Team Management, Business Process Improvement, Forming and supporting a community

EDUCATION

Bachelor, Applied Information Technology, Tolyatti State University   **2012 – 2016**

PROJECTS

Mentoring | https://getmentor.dev   **Jul. 2022 - Present**

- Provided professional consultations for front end developers and team leads.