

Aleksandr Shulaev

Senior Front End Developer | Engineering Manager

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SUMMARY

Experienced Engineering Manager and Senior Frontend Developer with over 10 years in e-commerce. Expertise in building high-performing teams and delivering scalable, user-centric solutions that drive business growth.

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.

- Led organizational transformation to platform and product teams, optimizing communication and domain expertise
- Developed a career roadmap for developers transitioning to team leaders, boosting internal promotion and external recruitment by 25%.
- Implemented design system MVP, elevating Web Vitals metrics to 'green zone' and reducing documentation time by 90%

Optimax Dev | Senior Engineering Lead

Dec 2019 - Jan 2022

- Established and led the Analytics team, subsequently transitioning to head the Product Labs team with an emphasis on A/B testing and refining user experience personalization, significantly boosting user engagement
- 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
- Led refactoring of key experiments, reducing package size by 30% and load times by 40%

Optimax Dev | Senior Front End Developer

Aug 2018 - Dec 2019

- Integrated Google Analytics, Dynamic Yield, and Impact Radius, achieving 50% faster hypothesis testing and 32% higher CTR for new users
- Migrated 2,000+ files from Flow to TypeScript, enhancing IDE compatibility
- Implemented automated end-to-end testing, 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

Soft 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 over 40 professional consultations for front-end developers and team leads, successfully addressing and resolving a wide range of technical and leadership challenges.