

Aleksandr Shulaev

Senior Front End Developer | Engineering Manager

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SUMMARY

Experienced Software Engineering Manager with 10 years in the tech industry, excelling in front-end development and team leadership. At Optimax Dev, enhanced developer onboarding and decision-making processes, leading to a high team engagement level. Spearheaded initiatives that improved site speed by 8% and uplifted conversion rates by 15%.

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

- 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.
- 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, achieving a measurable improvement in site performance by monitoring changes post-new feature implementations, ensuring a consistent performance uplift of over 10%.

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.
- 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

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.