

Anastasiia Khrustaleva

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Professional Summary

Full-stack developer with 5 years hands-on experience across front-end and back-end development, programming principles to build responsive, high-quality digital experiences. Backed by 7+ years in hospitality and operations, and customer service bringing proven leadership, workflow optimization, and cross-functional coordination to technical projects.

Education

Niagara College, Canada

Computer Programming – January 2022 - April 2025

Niagara College, Canada

Hospitality Management -January 2015 - December 2017

Work Experience

Machine Learning Specialist

Outlier - Remote | Oct 2024 – Present

- Support machine learning model training and evaluation through data analysis, annotation, and quality assurance tasks.
- Work with HTML, CSS, and JavaScript to review, test, and validate code-related outputs generated by AI models.
- Evaluate front-end-related responses for accuracy, structure, and best practices, providing feedback to improve model performance.
- Contribute to improving model accuracy, consistency, and reliability by following detailed technical guidelines and feedback loops.

Web designer/analyst

CodeNest -Web Design – Remote | April 2025 – Present

- Maintain and enhance company websites using modern HTML, CSS, JavaScript, and Liquid, applying responsive design and performance best practices.
- Assist in planning and executing email marketing campaigns using Mailchimp, Zoho Marketing Plus, and Constant Contact, including template design, list segmentation, automation, and performance analytics.
- Utilize Google Analytics, Canva, Photoshop, and AI-driven tools to generate marketing reports, content ideas, and creative visuals aligned with brand objectives.

- Support project operations through client meetings, internal scheduling, technical documentation, and cross-departmental coordination, ensuring timely delivery of marketing and web assets.

Web Developer (Contract)

Markage – Marketing Agency - Remote | May 2025 – Oct 2025 (contract)

- Developed and maintained client websites using HTML, CSS, JavaScript, and CMS platforms including WordPress and Shopify.
- Implemented responsive layouts, UI enhancements, and performance optimizations across multiple projects.
- Created and edited product images and marketing visuals using Canva, Adobe Photoshop, and Midjourney for e-commerce and landing pages.
- Optimized visual assets for web performance, consistency, and brand alignment.
- Collaborated with designers and marketing teams to translate concepts into functional, user-friendly web experiences.
- Supported landing pages, marketing campaigns, and analytics integrations to align development with business goals.

IT Support & Software Technician

Niagara College – Welland, ON | Jan 2024 – Apr 2025

- Provided front-line technical support to students and faculty.
- Maintained and troubleshooted cloud-based apps, software, and databases.
- Developed optimizations for system performance and user experience.

Operations Manager

LA Fitness – Niagara Falls, ON | Mar 2024 – Sep 2024

- Oversaw daily club operations, budgeting, scheduling, and facility improvement.
- Led club operations, team hiring, training, and scheduling.
- Maintained inventory, admin software, and safety protocols.

Guest Services Manager

Marriott on the Falls – Niagara Falls, ON | Feb 2022 – Feb 2024

- Led front office operations, team hiring, training, and scheduling.
- Maintained inventory, PMS software, and safety protocols.
- Delivered bilingual service to guests and staff.

Projects

Project Manager – Eastern Digital, Niagara College (2024)

- Led a team in building a Gym Membership Application using C# and .NET MVC.
- Designed database architecture and implemented secure authentication.

Front-End Developer – Tech Titans, Niagara College (2025)

- Developed UI/UX for a CRM Management System using HTML, CSS, JavaScript, and C#.
- Collaborated on front-end components and system architecture.

Skills

Technical

- Programming: C#, Java, HTML, CSS, JavaScript, Liquid
- Databases: SQL, SQLite
- Frameworks & CMS: .NET MVC, WordPress, Shopify
- Tools & Platforms: GitHub, Microsoft Azure, Google Analytics, Semrush, Zoho CRM, Mailchimp, Constant Contact
- Design & Content: Canva, Adobe Photoshop, Illustrator, CapCut, Jasper, MidJourney
- Email & Campaigns: Email marketing automation, CRM segmentation, newsletter scheduling
- Web: HTML/CSS customization, site updates, theme management

Professional

- UI/UX Design and Web Optimization
- Bilingual Communication (English & Russian)
- Cross-functional Team Collaboration
- Project & Campaign Coordination
- Time Management and Remote Work Discipline
- Leadership, Staff Training, and Customer Service Excellence

Certifications

- First Aid & CPR
- Smart Serve & Food Safety
- WHMIS & Health and Safety
- Leadership and Supervision