

Eliav Nachmani

Frontend Developer

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Summary

Frontend Developer with 5 years of development experience and an extensive background in web design. Specializing in React, Next.js, and modern web technologies, with expertise in building and optimizing full-stack applications using MongoDB, Node.js, and RESTful APIs. Skilled in producing scalable web solutions with a strong focus on UI/UX design and interactivity. Led the development and refinement of technical processes, workflows, automation, and scalable architecture. Passionate about writing clean, efficient, and logically structured code.

Skills

Frontend: React, Next.js, JavaScript, TypeScript, Tailwind CSS, Material UI

Backend: Node.js, MongoDB, RESTful APIs

Other: UI/UX Design, WordPress, Git, Figma, Salesforce (Pardot, Marketing Cloud), Adobe Creative Cloud

Experience

SalesLabX | 2020 - Present

Lead Developer | App Specialist

- Led the development of a new technical department, expanding the team from 0 to 5 developers within months.
- Developed internal tools that improved efficiency by bridging technical processes with non-technical roles, enabling better workflow automation and workload management.
- Built and optimized the company's technical infrastructure, including email development, testing procedures, landing pages, WordPress management, and app builds.
- Developed streamlined workflows for email coding, form styling, and marketing automation, improving efficiency and maintainability.
- Oversaw a team of developers, managing project execution, technical strategy, and process optimization.
- Contributed to 1000% company growth, scaling from 5 to 50+ employees by implementing scalable digital solutions.
- Collaborated with cross-functional teams, including designers, marketers, and executives, to align technology with business objectives.

Saggio Technologies | 2019

Web Developer

- Responsible for designing, developing, and deploying fully functional eCommerce and local government websites tailored to client needs.
- Built responsive, user-friendly interfaces with a focus on UI/UX and performance optimization.

Direct Wines, Inc. | 2015 - 2018

Web Designer

- Designed and developed animated digital assets using CSS, HTML5, and animated GIFs for marketing campaigns.
- Built emails and landing pages for multiple brands, including Wall Street Journal Wine, NPR Wine Club, and British Airways Wines.
- Created video content for social media and websites using Adobe Premiere & After Effects.
- Collaborated with marketing teams to ensure consistency across digital channels.

Saatchi & Saatchi - BBR | 2013 - 2014

Digital Designer

- Designed and produced static and animated digital assets for advertising campaigns, creating 150+ banners per week.
- Developed interactive mobile ad experiences, pioneering the use of unique interactive software for digital campaigns.
- Executed a variety of digital campaigns for Fortune 500 clients, including Procter & Gamble, Google, and The Coca-Cola Company.
- Designed and delivered 50+ landing pages across various industries, including automotive, cosmetics, and consumer goods.
- Created 2-4 newsletters per week, ensuring consistency in branding and engagement strategies.

Education

- SELA College | Web Design Program | 2012 - 2013
- Certified Adobe Training Center, Ramat Gan, Israel