

WEB/BACK/FRONT END DEVELOPER

ELIAV NACHMANI

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SUMMARY

Developer with 5 years of 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 reönement of technical processes, workøows, automation, and scalable architecture.

EXPERIENCE

SENIOR DEVELOPER, SALESLABX, C – 2020-PRESENT

I led the development of a new technical department, growing the team from the ground up to five developers within months. In this role, I oversaw project execution, defined technical strategy, and optimized internal processes. I developed internal tools that bridged the gap between technical and non-technical teams, enabling better workflow automation and workload management. I also built and optimized the company's technical infrastructure—covering everything from email development and testing procedures to landing page creation, WordPress management, and application builds. By implementing scalable digital solutions, I directly contributed to the company's 1000% growth, helping scale the team from 5 to over 50 employees. Additionally, I created streamlined workflows for email coding, form styling, and marketing automation, improving both efficiency and maintainability. Throughout, I collaborated closely with designers, marketers, and executives to ensure technology aligned with broader business objectives.

DEVELOPER/DESIGNER, SAGGIO TECHNOLOGIES, AUSTIN, TX – 2019

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.

WEB DESIGNER, DIRECT WINES INC, NORWALK, CT – 2015-2018

I designed and developed animated digital assets for marketing campaigns using CSS, HTML5, and animated GIFs. My work included building emails and landing pages for various brands such as Wall Street Journal Wine, NPR Wine Club, and British Airways Wines. In addition, I created video content for social media and websites using Adobe Premiere and After Effects. I worked closely with marketing teams to maintain consistency and alignment across all digital channels.

DIGITAL DESIGNER, SAATCHI & SAATCHI, RAMAT-GAN, ISRAEL – 2013-2014

I designed and produced both static and animated digital assets for advertising campaigns, creating over 150 banners per week. I also developed interactive mobile ad experiences, pioneering the use of unique interactive software to enhance digital engagement. My work supported a wide range of digital campaigns for Fortune 500 clients, including Procter & Gamble, Google, and The Coca-Cola Company. In addition, I designed and delivered more than 50 landing pages across industries such as automotive, cosmetics, and consumer goods. I also created 2 to 4 newsletters per week, ensuring brand consistency and effective engagement strategies.

EDUCATION

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

SKILLS

- React, Next.js, JavaScript, TypeScript, Node.js, ExpressJS, MongoDB, RESTful API, Tailwind CSS, Material UI, jQuery, Redux, Vite, NPM, HTML, CSS, WordPress, Wordpress Elementor, Webflow, WPEngine, GitHub, Bit Bucket, VS Code, AWS, Zapier, Salesforce, Pardot, Marketing Cloud, Asana, Jira, Figma, Adobe Creative Suite, Email Production, UI, UX