Irina Balanel

(437) 878-8840 • Toronto, Canada M9A 0C9 • irina.cowork@gmail.com • www.linkedin.com/in/irina-balanel/ • GitHub, Portfolio

PROFESSIONAL SUMMARY

- Full-stack Web Developer with 3 years in IT and hands-on experience in React, JavaScript, MERN stack, and API integrations, now building FramerCommerce, an SDK-like SaaS plugin that integrates Shopify with Framer and is adopted by 4,000+ merchants to build customizable, high-performance e-commerce storefronts
- Background in leading cross-functional Agile teams as a Product Manager and Scrum Master, with a strong understanding of the full software development lifecycle
- Hands-on UI/UX experience, applying design thinking to build intuitive, user-centred web applications
- Curious and fast learner, recognized for academic excellence with a 4.0 GPA in Web Development at Humber

PROFESSIONAL SKILLS & CERTIFICATIONS

- **Tech Stack:** MERN (MongoDB, Express, React, Node.js), JavaScript, HTML, CSS, jQuery, Jasmine, Pug, JSON, JWT, Bcrypt.js, PHP, Laravel, C#, ASP.NET, SQL, Mongoose, databases (MySQL, MongoDB), CMS (WordPress, Joomla), CSS frameworks (Tailwind, Bootstrap)
- **Dev Tools:** Visual Studio Code, Visual Studio, Cursor, GitHub, Bitbucket, MAMP, Firebase, Cypress, Postman
- **Other Tools:** Figma, Framer, Jira, Confluence, Excel, Chat GPT, Miro, Notion, Slack, Tag Assistant, Meta Pixel Manager, Google Keyword Planner, Google Ads
- **Courses & Certifications:** Professional Scrum Master I, Scrum.org, 2022

WORK EXPERIENCE

Framer Commerce - *Toronto, Canada*   01/2025 - Present
Junior Web Developer

- Enhanced Shopify – Framer integration by contributing to a plugin adopted by 4,000+ merchants, recognized in 2025 as a leading e-commerce storefront solution
- Expanded the component library from 27 to 44 customizable React components, adding region-aware, multi-currency, and localized checkout features that enabled seamless global shopping experiences
- Migrated backend to Shopify Storefront GraphQL API and refactored plugin script architecture, adding versioning and backwards compatibility, which improved stability and reduced load times by 20%
- Expanded a Firebase Firestore-backed account and plugin settings by extending data models, CRUD helpers, and validation, and enhancing real-time sync to the UI, ensuring consistent experiences across sessions
- Implemented event tracking for Meta Pixel, Google Analytics, and UTMs in React components, providing merchants with deeper conversion analytics and actionable marketing insights
- Assisted Premium customers in configuring Shopify stores for compliance, setting up Framer components, and troubleshooting site issues, ensuring smooth integration and functionality in production environments
- Collaborated in an Agile/Scrum team of four, contributing to sprint planning, standups, QA testing, Git branching and pull request workflows, to deliver high-quality features aligned with roadmap priorities
- Contributed to product documentation that improved onboarding and helped clients launch faster

BK Olimp - *Moscow, Russia*   10/2020 - 12/2022
Product Manager

- Oversaw the full SDLC of web and mobile applications, managing two cross-functional Scrum teams
- Conducted design reviews for UI/UX best practices, achieving pixel-perfect, user-friendly Android and iOS interfaces, leading to the app's nomination for "Best Mobile Application 2021"
- Owned multiple CMS launches by creating specifications, user stories, and acceptance criteria, ensuring high-quality product standards through code reviews, HTML and CSS adjustments in WordPress

- Maintained product quality by performing QA testing, troubleshooting issues with Chrome DevTools, and validating code with online validators for cross-browser compatibility and error-free functionality
- Led task grooming in Jira, using Planning Poker to prioritize features and streamline UI/UX implementation
- Managed version control and product releases on GitHub, tracking code changes and overseeing deployment
- Facilitated Scrum ceremonies and promoted Agile practices to improve team collaboration, project delivery

DongBei Information Technology, Cowork.dev - *Remote, Dalian, China*   01/2021 - 4/2021
Freelance Designer
- Designed a fully responsive landing page and self-service admin panel for the software development agency
- Collected business requirements and prepared lo-fi and hi-fi interactive prototypes of user interface

DEVELOPMENT PROJECTS

- Completed a large-scale **Graduation Project**: a production-ready MERN stack appointment booking app with a client site, a provider dashboard, and an admin panel, executing the entire SDLC from requirements to deployment. It includes API design, Calendly API, authentication, authorization, and a responsive React UI
- Developed a **Cleaning Pipeline** on the ASP.NET MVC (C#), with Entity Framework and LINQ for API design. Expanded into a **Household Management System**, with additional CRUD operations, filters and authorization
- Built and deployed a responsive **travel planning website** using Node.js, Express, and Pug. It combines REST Countries API, YouTube Data API, and Unsplash API. It also features tabs by region and search by country
- Created a **Meal Generator** with JavaScript DOM manipulation, jQuery, CSS, and HTML, with iterative development and testing. Showcased as an example for students due to its well-structured and quality code

EDUCATION

Humber Polytechnic - *Toronto, Canada*   2024 - 2025
Ontario Graduate Certificate with Honours **-** Web Development, GPA 94.4/100

Jean Monnet University - *Saint-Étienne, France*   2018 - 2020
Master's Degree with Honours **-** Education Sciences, GPA 16.15/20