Rauf Maharramov

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SUMMARY

Senior Frontend / Full-Stack Engineer specializing in large-scale React & TypeScript platforms across **Fortune 500** and enterprise environments. Expert in microfrontend architecture, SEO automation, performance engineering, and AI-assisted development workflows (OpenAI, Claude, Gemini). Delivered measurable impact including **+22% conversion lift** and **-60% performance** improvements.

CORE TECHNICAL SKILLS

Frontend Architecture & Platform:
- Microfrontend Architecture (Webpack Module Federation), Shared Component Libraries, Platform Primitives, Frontend Developer Experience (DevEx), Monolith Decomposition

Languages & Frameworks:
- React, Next.js, Vue.js, Nuxt.js, TypeScript, JavaScript (ES6+), React Native
- HTML5, CSS3, Tailwind CSS, Styled Components

State Management:
- Redux (Saga, Thunk), Context API

Testing, Performance & Accessibility:
- Jest, React Testing Library, Playwright, Cypress, Selenium, Cucumber, WebdriverIO, SonarQube
- Lighthouse, WCAG / Accessibility standards

Backend & APIs (Secondary):
- Node.js, Express, REST APIs, GraphQL, JWT authentication, Server-Side Rendering (SSR)

Infrastructure & Operations:
- MongoDB, Docker, GCP (Spinnaker), monitoring & observability (Prometheus, Elasticsearch), Git, CI/CD pipelines

SEO & Performance Tooling:
- Google Lighthouse API, JSON-LD/Structured Data, Core Web Vitals Automation

PROFESSIONAL EXPERIENCE

Anywhere Real Estate — Senior Frontend Engineer — Strategic SEO & Performance Engagement (Contract)

June 2025 – Present

Contributing to multi-brand real estate platforms (Better Homes and Gardens Real Estate, ERA, Coldwell Banker, Century 21) with a focus on SEO-first architecture and performance automation.

- Contributing to modernization and SEO optimization of four major real estate brand platforms (BHGRE, ERA, Coldwell Banker, Century 21) using React, Next.js, and TypeScript
- Built **5+ production-grade pages** across four brands using scalable component architecture
- Designed reusable sub-navigation and content templating systems adopted across brand sites
- Implemented structured data (JSON-LD), metadata standards, and header tagging systems to improve indexing and schema compliance
- Architected and built automated Core Web Vitals dashboard from scratch using Google Lighthouse API
- Integrated parallelized SEO performance audits into CI pipelines with multi-run averaging for accuracy
- Automated SEO regression detection per merge request to prevent performance degradation before production
- Improved code quality metrics through SonarQube remediation and frontend refactoring initiatives

Tech: React, Next.js, TypeScript, SEO Automation (Lighthouse API), JSON-LD, CI/CD, SonarQube

Lowe's Inc — Senior Software Engineer (Remote)   June 2022 – Present

Owner of multiple strategic frontend initiatives spanning microfrontends, large checkout flows, subscriptions, and reusable component ecosystems.

- Lead **Microfrontend Architecture** for subscription (HomeCare+), checkout, and address management products using Webpack Module Federation, serving millions of daily users on lowes.com
- Drove **+22.2% conversion rate lift** and **-76.6% cart abandonment reduction** through architecture and UX improvements on the subscription enrollment funnel
- Built **Standalone Address MFE (Fabric)** with BFF layer, replacing duplicated address UIs platform-wide across checkout and account surfaces
- Achieved **-60% cold-start time reduction** on checkout pages through bundle optimization, code splitting, and on-demand SDK loading
- Onboarded **4+** engineers to new microfrontend architecture with shared dev tooling, contract testing, and comprehensive documentation
- Maintained **99.9% checkout uptime** during incremental migration from monolith using strangler-fig pattern
- Established testing strategy (Jest, RTL, Playwright) achieving **>85% coverage** on critical revenue paths
- Implemented backend validation and integration logic using Node.js and Joi across multiple external APIs.
- Defined operational standards for CI/CD, monitoring, and incident response using Spinnaker, GoAlert, and Pharos on GCP.
- Integrated Elasticsearch for API observability and production debugging.

Tech: Node.js, TypeScript, React, Vite, Redux-Saga, SSR, Express, Hapi, Docker, Spinnaker, Elasticsearch, Prometheus, Playwright, Selenium, Cucumber, WebdriverIO

Macy's Inc — Senior Software Engineer (Hybrid)   Apr 2022 - June 2022

- Led migration of global site header from Backbone/Marionette to Vue 3 + TypeScript, serving **~2M daily active users**
- Achieved **100% feature parity** with **-35% JavaScript bundle size reduction**
- Built accessible mega navigation menu with ARIA roles, keyboard navigation, and screen reader support, resolving **12 known accessibility issues**
- Designed bridge layer for incremental migration, enabling new Vue header to coexist with legacy Backbone modules
- Created migration playbook adopted by **3 other teams** for their component modernizations

Tech: Vue 3, Nuxt.js, TypeScript, Jenkins, GitLab, Webpack, Backbone.js (Marionette.js), JQuery

Toyota — Software Engineer (Remote)   Nov 2021 - April 2022

- Built **15+ customer-facing financial services tools** (payment schedules, payment calculators, account dashboards) with React, Next.js, and Redux-Saga
- Achieved full WCAG 2.1 AA accessibility compliance across all customer-facing interfaces
- Created shared component library with accessibility baked in, reducing accessibility-related bug reports **by 90%**
- Implemented SSR with Next.js for dealer portal, meeting **<2s page load target on 95th percentile**
- Built custom hooks (useAriaLive, useFocusTrap, useReducedMotion) that scaled accessibility knowledge across the team

Tech: React, Next.js, JSX, Node.js, Redux-Saga, Docker, AWS

SELECTED PROJECTS (Portfolio Featured)

HomeCarePlus Subscription – Lowe's
Senior Frontend Engineer ~ https://www.lowes.com/loyalty/subscription

Tender Anywhere (Quick Checkout) – Lowe's
Senior Frontend Engineer ~ https://www.lowes.com/mylowes/projects

Multi-Appliance Protection Plan – Lowe's
Senior Frontend Engineer ~ https://www.lowes.com/subscription/protection

Address Microfrontend (Fabric Architecture) – Lowe's
Senior Frontend Engineer ~ https://www.lowes.com/

Macy's Global Header Migration – Macy's
Senior Software Engineer ~ https://www.macys.com/

Toyota Financial Services Platform – Toyota
Senior Frontend Developer ~ https://www.toyotafinancial.com/us/en.html

SEO Core Web Vitals Dashboard – Anywhere Real Estate
Senior Frontend Engineer - Automated Core Web Vitals dashboard integrated into CI/CD for four enterprise brand platforms.

EDUCATION

Associate, Business Administration — ASA College

B.Sc. Accounting & Finance — Azerbaijan State University of Economics

KEY DIFFERENTIATORS

- AI-assisted development workflows (OpenAI, Claude, Gemini, Copilot)
- Built production AI-powered video dubbing platform integrating Whisper, ChatGPT & ElevenLabs
- Enterprise frontend architecture leadership
- SEO & performance automation at scale
- Multi-brand component reuse systems
- Cross-team collaboration across time zones
- Mentor and technical coach for onboarding engineers
- Full-stack awareness: from UI APIs to backend contracts