

Yonatan Ayalon

Senior Frontend Engineer - Web Technologies & User Experience Specialist

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with 15+ years of experience developing large-scale web applications for millions of users. Expert in React, Next.js, TypeScript, and modern JavaScript frameworks, with deep expertise in performance optimization, A/B testing, and responsive design. Proven track record of architecting scalable micro frontend systems and implementing comprehensive testing strategies.

Passionate about crafting intuitive user interfaces and experiences with modern web technologies. Extensive experience with full-stack JavaScript development, cloud services (AWS), and CI/CD pipelines. Strong advocate for accessibility, internationalization, and cross-browser compatibility standards.

Collaborative team player with excellent communication skills and experience working with product managers, UX designers, and cross-functional teams in remote environments. Committed to delivering high-quality, maintainable code and driving technical excellence through code reviews and mentorship.

TECHNICAL SKILLS

Frontend Technologies:

React • Next.js • TypeScript • JavaScript ES6+ • HTML5 • CSS3 • Redux Toolkit • Vue.js • Responsive Design • Mobile Web Development

Full-Stack JavaScript:

Node.js • Express • REST APIs • GraphQL • Microservices • API Design • Serverless Architecture

Testing & Quality Assurance:

Jest • Cypress • Selenium • Playwright • React Testing Library • Test-Driven Development • E2E Testing • Unit Testing

User Experience & Optimization:

A/B Testing • Performance Optimization • SEO • Accessibility (WCAG) • Internationalization • Cross-browser Compatibility • Analytics Implementation

Design Systems & Architecture:

Component Libraries • Design Systems • Micro Frontend Architecture • Storybook • UI/UX Collaboration • Reusable Components • Scalable Architecture

Cloud & Infrastructure:

AWS • Azure • Docker • CI/CD • Webpack • Vite • Build Optimization • Performance Monitoring

CORE COMPETENCIES

Excellent Communication Skills • Collaborative Team Player • Remote Work Expert • Agile/SCRUM Experienced • Strong Problem Solver • Quality-Focused • Continuous Learner • Technical Leadership

PROFESSIONAL EXPERIENCE

Senior Software Engineer

Vimeo – Online Video Platform (Millions of Users) | 07/2020 – Present

- Architected and maintained React (TypeScript) + Redux infrastructure for core application serving millions of users with focus on performance and scalability
- Designed and implemented micro frontend architecture enabling independent team deployments, improving development velocity and system maintainability
- Built comprehensive performance monitoring and logging systems, achieving 40% improvement in application load times through optimization strategies
- Led A/B testing initiatives and experimentation platform development, driving measurable improvements in user engagement and conversion rates
- Constructed robust E2E testing infrastructure using Selenium & WebDriverIO with BrowserStack integration for cross-browser compatibility
- Spearheaded design system implementation across multiple product teams, ensuring UI consistency and accelerating development cycles
- Collaborated cross-functionally with product managers, UX designers, and backend engineers to deliver accessible,

responsive user experiences

Lead Front-End Developer

Credifi – FinTech Platform (Commercial Real Estate) | 01/2019 – 05/2020

- Served as sole frontend developer responsible for flagship FinTech customer application UX/UI, managing end-to-end feature development
- Refactored and maintained Angular (v1 and v2+) applications in TypeScript, significantly improving application performance and user experience
- Directed UI/UX strategy and implemented comprehensive design system ensuring consistency across all application views and components
- Collaborated closely with product team to translate business requirements into intuitive user interfaces and responsive web experiences

Front-End Team Lead

Herolo – Frontend Solutions Agency | 04/2017 – 12/2018

- Led team of frontend engineers developing Angular-based applications tailored to diverse customer specifications and requirements
- Managed complete project lifecycle: client scoping, UX collaboration, technical architecture, development execution, and delivery
- Promoted test-driven development practices utilizing Karma and Jasmine, improving code quality and reducing production bugs
- Mentored junior developers and established coding standards and best practices for scalable frontend development

Senior Software Engineer & Scrum Master

Optimal+ – Electronics Analytics Platform | 10/2015 – 03/2017

- Spearheaded Angular 2 migration and TypeScript implementation for new applications, modernizing frontend technology stack
- Shared frontend expertise within engineering team and introduced comprehensive unit testing best practices and frameworks
- Served as Scrum Master facilitating Agile development cycles, improving team velocity and project delivery consistency
- Collaborated with cross-functional teams to deliver analytics features serving enterprise customers in electronics industry

Senior Software Engineer

Perion (Ex. Conduit) – Search Solutions Platform | 06/2011 – 09/2015

- Provided technical leadership for SearchApps team, developing multiple high-scale web applications serving millions of daily users
- Created responsive web UIs and browser extensions with comprehensive A/B testing frameworks, significantly improving conversion rates and user engagement metrics
- Developed pixel-perfect responsive layouts and image portal experiences with focus on cross-browser compatibility and mobile optimization
- Delivered internal frontend training courses on MVC4, JavaScript best practices, and scalable design patterns for engineering teams
- Gained full-stack experience with .NET MVC4/5, WebAPI, database optimization, CDN implementation, and AWS EC2 deployment

Front-End Developer

Convertonet – Digital Marketing Platform | 03/2010 – 06/2011

- Maintained and enhanced Flash CMS-based marketing portals with focus on user experience and conversion optimization
- Delivered pixel-perfect landing pages and responsive templates for various marketing campaigns and client requirements
- Advanced jQuery implementation and ensured comprehensive cross-browser compatibility across all supported platforms

Full-Stack Developer

Walla! – Major Israeli Web Portal | 12/2007 – 02/2010

- Developed cross-browser dynamic UI components for major portal redesign, focusing on performance and user experience optimization
- Utilized internal scripting language (TScript), PHP, and MySQL for full-stack development of portal features and functionality
- Optimized database performance through strategic indexing and query refinement, improving page load times and user experience