

# Yonatan Ayalon

## Senior Front-End Software Engineer

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## PROFESSIONAL SUMMARY

Seasoned Senior Front-End Engineer with over 15 years of experience architecting high-performance, scalable web applications and micro frontend systems. Proven track record of designing robust UI architectures, implementing enterprise-scale design systems, and driving measurable improvements in performance, accessibility, and user experience.

Expert in React, TypeScript, and modern frontend frameworks, with deep experience in design systems, component library development, experimentation platforms, and A/B testing infrastructure. Proven track record of implementing scalable, accessible solutions that improve user engagement and accelerate development velocity across engineering teams.

Passionate about building scalable frontend infrastructure, translating complex system requirements into elegant user experiences, and leading cross-functional teams to deliver high-quality web applications.

## TECHNICAL SKILLS

### System Design & Architecture:

Micro Frontend Architecture • Scalable UI Systems • Web Performance Optimization • Design Systems • Component Libraries • State Management • Application Monitoring • Frontend Infrastructure

### User Experience & Optimization:

A/B Testing • Experimentation Platforms • Conversion Optimization • User Engagement • Analytics Implementation • Accessibility (WCAG)

### Frontend Technologies:

JavaScript ES6+ • TypeScript • React • Next.js • Redux Toolkit • Webpack • Vite • Tailwind CSS • Chakra UI • Storybook

### API & Integration:

Node.js • REST APIs • GraphQL • API Design • Microservices

### Testing & Infrastructure:

Jest • React Testing Library • Playwright • Testing Strategy • AWS • Docker • CI/CD

### Security & Best Practices:

XSS Prevention • CSRF Protection • Content Security Policy (CSP) • OAuth & JWT • HTTP-Only Cookies • Input Sanitization • Secure Coding Practices • OWASP Guidelines

## CORE COMPETENCIES

Strong Team Player • High Integrity & Work Ethic • Fast Learner • Hands-on Mindset • Excellent Communication • Mentorship Skills • User Experience Advocate • Continuous Learning

## PROFESSIONAL EXPERIENCE

### Senior Software Engineer

Vimeo – Online Video Platform | 07/2020 – Present

- Architected and maintained React (TypeScript) + Redux infrastructure for the core application serving millions of users.
- Designed and implemented micro frontend architecture enabling independent team deployments and scalability.
- Built comprehensive performance monitoring and logging systems, improving application load times by 40%.
- Led A/B testing initiatives and conversion optimization strategies, driving measurable improvements in user engagement and retention.
- Constructed robust E2E testing infrastructure using Selenium & WebDriverIO, integrated with BrowserStack.
- Led design system implementation across multiple product teams, ensuring UI consistency and developer efficiency.
- Collaborated cross-functionally with product, design, and backend teams to ensure performance and accessibility.

### Lead Front-End Developer

Credifi – FinTech, Commercial Real Estate Analytics | 01/2019 – 05/2020

- Sole front-end developer responsible for the UX/UI of the flagship FinTech customer application.
- Refactored and maintained Angular (v1 and v2+) applications in TypeScript, significantly improving performance.
- Directed UI/UX strategy and ensured design system consistency across views.

## **Front-End Team Lead**

Herolo – Tailoring Front-End Solutions | 04/2017 – 12/2018

- Guided a team of front-end engineers in developing Angular-based applications tailored to customer specifications.
- Managed projects end-to-end: client scoping, UX collaboration, architecture, development, and delivery.
- Promoted test-driven development utilizing Karma and Jasmine.

## **Senior Software Engineer & Scrum Master**

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

- Spearheaded the Angular 2 migration and TypeScript implementation for new applications.
- Shared front-end expertise within the team; introduced unit testing best practices.
- Served as Scrum Master, effectively facilitating Agile development cycles.

## **Senior Software Engineer**

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

- Provided technical leadership for the SearchApps team, developing multiple high-scale web applications.
- Created web UIs and extensions for millions of daily users, implementing A/B testing frameworks that significantly improved conversion rates and user engagement.
- Developed responsive layouts, browser extensions, and image portal experiences focused on user experience optimization.
- Delivered internal front-end training courses on MVC4, JavaScript best practices, and scalable design patterns.
- Full-stack experience: .NET MVC4/5, WebAPI, MySQL/MSSQL, CDN optimization, Amazon EC2 deployment.

## **Front-End Developer**

Convertonet – Online Marketing | 03/2010 – 06/2011

- Maintained and enhanced Flash CMS-based portals.
- Delivered pixel-perfect landing pages and templates for various marketing campaigns.
- Advanced the use of jQuery and ensured cross-browser compatibility.

## **Full-Stack Developer**

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

- Developed cross-browser dynamic UI components for the new portal version.
- Utilized internal scripting language (TScript), PHP, and MySQL for development.
- Optimized database performance through indexing and refined queries.

## **Web Developer**

Excelang (Ex. Octava) – Startup | 10/2006 – 10/2007

- Delivered dynamic UI solutions from PSDs utilizing HTML/CSS, Photoshop, and Freehand.
- Engineered Ruby on Rails web applications integrated with external PHP systems.
- Managed company servers, implementing custom permissions and purchasing modules.