Yonatan Ayalon

Senior Front-End Software Engineer

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Professional Summary

Seasoned Senior Front-End Engineer with over 15 years of experience building high-performance, scalable web applications with a focus on user-centric design and seamless user flows. Proven track record of driving measurable improvements in UI responsiveness, accessibility, and cross-platform consistency. Expert in React, TypeScript, and modern architecture patterns, with deep experience in leading critical UI refactors, implementing design systems, and optimizing complex web interfaces for speed and usability. Passionate about translating design vision into intuitive interactions and collaborating across engineering, design, and product to deliver elegant, impactful digital experiences.

Proffesional Skills

Languages & Back-End Technologies
- JavaScript (ES6+), TypeScript
- Node.js, PHP, Python, .Net
- HTML, CSS

Front-End Frameworks & UI Libraries
- React, Angular, Next.js
- Redux, React Context, Zustand
- Tailwind CSS, Chakra UI, Storybook

UI Architecture & Design Systems
- Front-End Architecture
- Component-Driven Development
- Design Tokens & Theming
- Scalable State Management Patterns

UI/UX & Visual Implementation
- Responsive Design
- Pixel-Perfect Implementation
- Emphasis on User Experience
- Accessibility Best Practices (WCAG)

Testing & Quality Assurance
- Unit Testing: Jest, Karma, Jasmine
- E2E/UI Testing: Playwright, Selenium, Puppeteer, WebDriverIO
- Behavior-Driven Testing: Cucumber
- Cross-Platform Testing: BrowserStack

Performance Optimization
- Webpack / Vite Bundling
- Lazy Loading
- CDN Strategies
- Browser Developer Tools for Auditing & Tuning

DevOps, CI/CD & Infrastructure
- Git, CI/CD Pipelines
- AWS, GCP
- MySQL, MSSQL

Monitoring, Analytics & Observability
- Amplitude - Product analytics, user behavior tracking
- Datadog - Real-time performance monitoring

Personal Skills / Character

- Strong team player
- High integrity and work ethic
- Fast learner with a hands-on mindset
- Excellent communication and mentorship skills
- Enthusiastic about UI & UX
- Passion for programming and learning new technologies

Work Experience

Senior Software Engineer, Vimeo – Online Video Platform | 07/2020 – Present

- Architected and maintained React (TS) + Redux infrastructure for the core application.
- Oversaw development of critical user-facing features and UI enhancements.
- Constructed a robust E2E testing infrastructure using Selenium & WebDriverIO, integrated with BrowserStack.
- 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 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, optimizing conversion through A/B testing.
- Developed responsive layouts, browser extensions, and image portal experiences.
- 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.