Kir Belevich

Head of Frontend

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I've been working in web development for nearly 20 years, since 2006. Over that time, I've progressed from developer to team lead, tech lead, architect, and ultimately head of department and division. I've proven myself to be a bridge between business objectives and design and development teams, fluent in the language of both sides and able to establish clear, shared understanding between them.

I develop strategies that align technical capabilities with business needs to support scalable growth. Proactive and idea-driven, I always know the right actions to take and the direction to follow. I'm capable of making targeted long-term decisions and taking full accountability for them throughout the process. I follow through, go beyond theory, and turn ideas into practical results.

On every project, I guide and empower my team, set goals, and deliver collective results. I combine empathy with effective people management, understanding each team member's strengths. I actively contribute to discussions and evaluate modern IT solutions to make informed decisions.

I've worked at search engine giants, modern fintech banks, e-commerce platforms, and telecom holdings worldwide, across the CIS, Asia and Europe. I'm fluent in English, both at work and in everyday life.

2025-2026

Head of UI @ Marfatech, Russia

- Merging the Design and Frontend departments into a UI division
  - 80+ employees, doubling in size within one year
  - Managing Head of Design and Head of Frontend
  - Responding to a strategic business challenge to ensure continued development and growth
  - Developing and implementing key UI/UX solutions in collaboration with the product team
  - Establishing processes for close collaboration and mutual understanding between departments
  - Implementing the Area Lead role – lead of the leads
- Forming a cross-functional Design System team
  - Developing, supporting, and expanding UI Kit
  - Unifying UX patterns across the application
  - Drastically increasing the number of tokens and systematizing them
  - Developing a custom Figma plugin for working with tokens
- Forming a cross-functional DesOps (Design Operations) department
  - Developing and implementing an architecture for deeply customizing a single product with graphical UI
  - Developing and implementing an architecture for versioning and interchangeability of application functional modules
  - Animations, videos, icons, illustrations, Rive.app
- Forming a Frontend Core technical expert team
  - Further developing microfrontend architecture: flexible nesting, increased autonomy, and independent release cycles
  - Researching and implementing new technologies and libraries, writing ADRs
  - Implementing various application performance metrics and driving continuous improvement
  - Developing and implementing tools and methodologies to improve development quality

2024-2025

Head of Frontend @ [Marfatech](), Russia

- Developing and scaling the department
  - 20+ employees, doubling in size within one year
  - Developing and implementing Individual Development Plan (IDP) for employees
  - Developing and implementing Individual Onboarding Plan (IOP) for employees
  - Developing and implementing a new grading system
  - Revising salary brackets
  - Managing hiring, promoting and offboarding
  - Forming new and reorganizing old product teams
  - Separating the roles of team leader and lead developer in teams
  - Forming a SEO expert team
  - Shaping the future role of Area Lead – lead of leads
- Strategic work on aligning technical capabilities with business needs
  - Developing microfrontend architecture to enable new B2B business direction
  - Developing UI Kit capabilities to ensure the uniqueness of a single product
  - Optimizing the release cycle, working closely with the DevOps department
  - Proactively influencing processes in the Design department
  - Forming common goals with the Design department
  - Prioritizing and paying down technical debt
  - Developing, adapting, and implementing SDLC stages
  - Analyzing and optimizing TTM
  - Publishing a [Design Systems]() article (in Russian)
  - Working with the Vue, TypeScript, SSR, PWA technology stack

2021-2024

Frontend Architect @ [Sinch](#), Sweden

- Working on architectural solutions to support the continued development and growth of an international SaaS/PaaS company consisting of multiple and diverse startups
  - Proposing, prototyping, and implementing: Framework-agnostic Component Library – based on Web Components to support various frameworks across teams
  - Proposing, prototyping, and implementing: Microfrontends Application Shell – supporting a microservice architecture
- Forming and leading a Design System development team
- Directly participating in meetings with the CTO, VPE, System Architect, and UX Lead
- Writing OKRs and planning the company's product development strategy
- Integrating E2E / Visual Regression testing practices
- Working with React, Vue, Angular, Svelte, and TypeScript technology stack

2017-2021

Frontend Tech / Team Lead @ [Klarna](#), Sweden

- Working as Lead Developer of the cross-platform React / React Native Design System
- Forming and managing the Design System Tools development team
- Personal project: integrating TypeScript and training colleagues
- Developing and supporting numerous open-source libraries and tools – [NexTools](#)
- Directly participating in meetings with project managers, technical and design leads
- Deeply understanding React Native in particular and cross-platform development in general

2016-2017

Senior Frontend Developer @ [Klarna](#), Sweden

- Working on the Checkout Page of a modern fintech company
- Working with React, Redux, Docker, and Docker Compose technology stack
- Working with Docker / Docker Compose
- Personal project: integrating Higher-Order Components / Recompose solutions
- Personal project: integrating E2E / Visual Regression testing practices
- Personal project: integrating TypeScript and training colleagues
- Speaking at internal conferences and workshops

2014-2016

Senior Frontend Developer @ [Lazada](#), Vietnam

- Workling on the internal CMS of an international e-commerce Platform
- Developing and implementing UI Kit
- Working with Backbone.js + Marionette technology stack
- Working with React + Redux technology stack
- Wortking with Webpack + creating loaders and plugins
- Working with Docker / Docker Compose
- Actively participating in open-source

2013-2014

Mobile Frontend Tech / Team Lead @ [Yandex](#), Russia

- Working as Lead Developer of iPhone / Android optimized web-services at the company
- Forming and managing Mobile Web UI Kit development team
- Supporting [SVGO](#)
- Developing internal tools with Node.js
- Speaking at numerous internal and external conferences
- Actively participating in open-source

2012-2013

Senior Mobile Frontend Developer @ [Yandex](), Russia

- Personal project: developing iPhone / Android optimized Search Engine Results Page
- Personal project: developing Mobile Web UI Kit
- Personal project: developing [SVGO]()
- Speaking at numerous internal and external conferences
- Actively participating in open-source

2010-2012

Senior Frontend Developer @ [Yandex](), Russia

- Working in Search Engine Results Page development team
- Working in [BEM]() development team
- Developing internal component library
- Cross-browser HTML / CSS
- Working with JavaScript / Node.js
- Actively participating in open-source

2008-2010

Frontend Developer @ freelance

- Cross-browser HTML / CSS for IE6+ / Firefox / Safari
- Working with JavaScript / jQuery-plugins

2006-2008

Frontend Developer @ [Anakreon](), Belarus

- Cross-browser HTML / CSS for IE6+ / Firefox
- Mentoring developers