



IDAN BARON

Engineering manager & senior Full-stack Developer




I'm Idan, an engineering manager with a background in creative direction and full-stack development. Originally from Israel and now based in the Netherlands. I build and lead teams that deliver real value – not just code. I create a healthy engineering culture, improve team dynamics, and ensure that priorities align with business goals. I want to work in environments where I can help people grow and contribute to building meaningful products. Furthermore, I bring clarity, structure, and care, and make sure teams take ownership and collaborate effectively. What kind of engineering culture are you trying to build?

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EU Citizen -
Portuguese & Israeli nationality
Dutch resident since 2021

Speaks - EN (C1), NL (B1)

 [linkedin.com/in/idanbaron](https://www.linkedin.com/in/idanbaron)

 github.com/chikoom

Skills

Leadership & Strategy:

Team building, hiring & onboarding, 1:1 mentoring, career development, agile methodologies, sprint planning, cross-functional collaboration, goal setting (OKRs), stakeholder communication, feedback culture, conflict resolution.

Project & Delivery Management:

Roadmapping, backlog prioritization, sprint execution, technical scoping, delivery tracking, QA coordination, incident response, release management, remote team leadership.

Technical Foundation:

Full-stack architecture, API design, code review, CI/CD pipelines, performance optimization, system design.

Technologies (hands-on):

Frontend: Angular, React, Vue.

Backend & DB: Node.js, Express, MongoDB, MySQL, PHP, Serverless (AWS Lambda).

DevOps & Tools: Docker, Git, GitHub, Jira, AWS, Google Analytics, Mac/Win/Linux environments

Work Experience

Sitly - Netherlands largest childcare marketplace

2024-2025 | Engineering Manager

Led the engineering team at Sitly, overseeing full-stack development across web and mobile platforms used by millions of families worldwide. Focused on improving delivery processes, mentoring developers, and scaling team capabilities. Worked closely with product and design to align technical execution with user needs. Played a key role in defining architecture, setting coding standards, and guiding the transition from legacy systems to modern frameworks like Angular and Node.js.

2021-2024 | FullStack Developer

Worked as a full-stack developer, initially building features with Laravel and jQuery before leading the migration to a modern tech stack using Node.js and Angular. Developed and maintained core business logic, RESTful APIs, and dynamic frontend components. Collaborated closely with design and product teams to deliver responsive, user-friendly features. Took ownership of both backend performance and frontend usability, ensuring smooth deployment and scalability across multiple environments.

Axel Springer - Yad2 - Israel's largest marketplace

2020-Present | FullStack Developer

I worked in cooperation with many of the R&D teams, developing features which were used in production by millions of end users. Started in a team dedicated to improving our Vue.js website and promoted after 4 months to the team focused on creating the company React-Native mobile app. I've developed services using MySQL & MongoDB, Firebase, and Node.js server.

Habetzefer - Israel's largest Advertising School

2015-2020 | Web Manager & Course Director (Creative-Thinking)

I founded the in-house digital department and managed the online campaigns (FB + Google) while keeping a 210% ROI. Built and managed the company mobile app, website, and landing pages. In addition, I Initiated an end to end, full-year "Copywriting & Creative thinking" training program. Researched and implemented the syllabus, lectured, and managed the course staff - resolving in 95% student satisfaction.

Chikoom - Creative Web-Apps and Websites

2008-2015 | Freelance Web Developer

Built end to end digital solutions like Facebook apps, web-games, commercial websites landing pages, custom WordPress websites and customized digital products with vanilla JS, JQuery and PHP, for medium-large scale customers like Havas, Roojoom, Haaretz, Yes, "Tnuva" and more. Using mainly Vanilla JS, jQuery, PHP, and MySQL, deployed on VP Servers.

Education

2012 - 2014 | Computer Science | Hebrew University

2010 - 2012 | Visual Communication | Bezalel academy

2008 - 2010 | Interactive Communication | Sapir Academy

Hobbies

VR Gaming, Arduino, Math, Off-road Driving, Scuba Diving, Ski, Skateboard, Soccer, Traveling.