



Lesia Lozgovtseva

Salesforce Frontend Developer @ Philipp Plein

✉ eternalduckie@gmail.com

☎ +79299490320

📍 [@Lesia_Loz](#)

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SUMMARY

Frontend Developer with **12+ years of experience** working on a wide range of tasks like building **cross-browser compatible responsive web interfaces**, ensuring a smooth **integration with backend**, implementing unconventional solutions, gathering project requirements, creating **wireframes**, and writing project **documentation**.

A good **problem-solver**, curious how everything works under the hood, and quickly making use of new technologies. A proactive **team-player** able to organize team activities, share knowledge, and develop strong relationships with clients and partners.

After working with mainly legacy code, now I'd like to focus on **modern stack** starting from some simple tasks (React/Vue, TS, ES6) with attention to user experience and performance.

My dream job is an international company with a healthy work-life balance and a flexible schedule that encourages professional growth and provides education opportunities.

Currently based in Moscow (Russia), and willing to **relocate to the EU**, preferably to the Netherlands, Switzerland or Sweden.

WORK EXPERIENCE

SALESFORCE FRONTEND DEVELOPER

Philipp Plein

since June, 2021; Moscow

- Supporting and administering **5 high-load Salesforce webshops** with total daily audience of ~500k visitors
- Solving **retail business challenges** like logistics managing or products filtering; ensuring seamless data exchange between SF and analytics & mailing systems (GTM, Emarsys)
- Controlling **deploy activities** with a third-party system integrator involved: collecting and reviewing the internal team's merge requests, communicating build priorities; setting up SF **sandboxes**
- Taking part in **UI/UX decision making** on the webshops design, new **features implementation** and **services integration** with external companies including Google, PayPal, WeChat, Adyen, Datatrans, Parcellab, etc
- Worked on a new SFRA webshop as part of an international **Agile team** of up to 15 developers; the project has been successfully delivered in 5 months
- Maintaining and developing new **adaptive interfaces** for an internal real-time analytics dashboard (js, scss, twig, php)
- Actively participating in **setting up the workflow** of a relatively new IT team, improving communications with e-commerce, marketing and backend departments

FRONTEND DEVELOPER & UI/UX DESIGNER

Propellers Animation Studio

April, 2019 — December, 2020; remote

- Set up **React project** from scratch — internal user management system with multi-page application forms and user tables based on Kendo UI library
- **Interviewed users** of the system, composed **customer journeys**, interactive Figma prototypes, and final design of the portal
- Created the company's website on **Wordpress**

SKILLS

PROGRAMMING AND MARKUP

JS

Data manipulation, interface interactions, UI animations and decorations; ES6, a bit of TS

CSS

Pixel-perfect adaptive layouts

HTML

Semantic markup, optimized structure, W3C-valid code

PHP

Basic data manipulations, templates editing

FRAMEWORKS, TOOLS AND CMS

SALESFORCE

Webshop frontend and some backend development, configuration, sandbox setup, products management

REACT

Beginner level, a bit of production experience; used Styled Components, Router, Redux, Next.js

WEBPACK, GULP, SASS, BABEL, ETC

Used frequently in small production projects

WORDPRESS

Full-cycle website development

DESIGN AND UI/UX

FIGMA

Drawing mockups for sites and apps

PHOTOSHOP

Images editing, graphic design, collages

MIRO

Flowcharts, mind maps, user stories, customer journeys

INDESIGN

Composed this CV from a clean sheet :)

FREELANCE WEB DEVELOPER

January, 2015 – December, 2018; January – June, 2021; remote

- Created and supported small- and mid-scale **Wordpress** and **static websites**, and successfully launched around **20 projects** (js, css/scss/sass, html, php; gulp, webpack, twig, pug)
- Developed **pure html/css markups** for CMS integration at clients' side, and then communicated it with their backend teams
- **Consulted 2-3 startup projects** on website development flow, assisted in choosing a stack, helped with a scope estimation

WEB DEVELOPER & MASS-MAILING ASSISTANT

Social Discovery Ventures

November, 2011 – August, 2014; Moscow

- Supported **5 international dating portals** with a daily audience of **~700k visitors** across the globe: content management, layout changes, optimization of news feeds
- Created **~40 landing pages**, promo websites, blogs, and dozens of **email templates** for sending to up to 1M clients
- Took part in setting up **mailing campaigns**: promotion ideas, database segmentation, data analysis, research of user behavior. Helped to increase a delivery rate to inbox by 30%

HTML DEVELOPER

Ronikon Furniture Factory

August, 2009 – June, 2010; Moscow

- **Supported** the existing company's webshop (based on a custom php framework), created static internal pages, carried out **content management** activities, performed a re-branding of the shop's front page

IT HELPDESK SPECIALIST

PriceWaterhouseCoopers

February, 2008 – June, 2009; Moscow

- **Supported** ~1k internal clients with Windows, Lotus Notes, MS Office, domain authorization, network failures, and other general technical challenges
- Performed **hardware inspection**, on the spot repair, and upgrade
- Set up conference room facilities, equipment, and local networks for meetings

ENGLISH TRANSLATOR

Hydrotex Research Institute,
Polyglot Agency

January, 2003 – May, 2009; Vladivostok

- Translated **business letters** and **technical documentation** on construction, engineering, and articles on various technical topics both from and into English
- **Edited translations** of our colleagues and third-party contractors
- Carried out **interpreting**, **tourists guidance**

ENGLISH LANGUAGE TEACHER

Secondary School #75

September, 2004 – June, 2005; Vladivostok

- Presented **English language lessons** for groups of 15–20 students from 5 to 10 grade in accordance with a state curriculum
- Developed **enrichment materials**, and thus increased their reading comprehension scores by 20%
- Assessed and recorded students' progress and **gave feedback** and final grades; provided **individual guidance** for struggling students

LANGUAGES

ENGLISH

C1 — Advanced: fluent, used every day at work and in leisure time

GERMAN

B1 — Intermediate: partly forgotten without frequent usage, maintained by music and reading

DUTCH

A2 — Elementary: learning as a hobby, from zero to a strong basic level in a year

RUSSIAN

Native

COURSES

BASICS OF A MODERN UI/UX DESIGN BY RAMBLER

April, 2019

Moscow Coding School

- **Subjects:** UX principles, UX surveys, Design systems, Prototyping
- **Final project:** Mockups of a Mobile Application with a Business Model

DRAMA CLASS

2006 – 2007

Evening classes at the university

- **Subjects:** Scenic speech, Acting
- **Final project:** Drama performance at the local university theater

VOLUNTEERING

- **Web Content Assessor at Lionbridge** — set rating score to detect scam websites (2015)
- **Translator** — performed written translations for a local Women's Business Club (2006)
- **Camp Counselor** — worked in an inclusive summer camp with art, drama and sports activities for teens (2003 – 2005)
- **Drama performance** — presented German fairy tales with fellow students at German Culture Center and child care homes (2003)

HIGHER EDUCATION

MASTER'S DEGREE IN COMPUTER SCIENCE: COMPUTER SYSTEMS AND NETWORKS ENGINEER

2004 — 2007

Far Eastern National Technical University ([FEFU](#), Vladivostok)

- **Major courses:** Computer Science, Computer Architecture, Databases Architecture, Operation Systems, Network Theory, Information Security, Binary Logic, Engineering Graphics, Algebra, Delphi
- **Course projects:** Programming Technology, Microchips Theory and Analysis, Database Design
- **Thesis:** Interactive Tutorial on Personal Computer Assembly (Flash animation)

SPECIALIST DEGREE IN LINGUISTICS: TRANSLATION STUDIES OF ENGLISH AND GERMAN

2001 — 2006

Far Eastern National Technical University ([FEFU](#), Vladivostok)

- Graduated in **top 5% of class**
- **Major courses:** English, German, Translation Theory, Practical Translation, Linguistics, Phonetics, Culture Studies, History of Languages
- **Course projects:** Borrowings in English Language, Morphological Features of English Nouns, Translation of English Idioms
- **Thesis:** Interaction of English and Russian Languages Shown on the Basis of Internet Communications

WES Educational Credential Assessment, Canadian equivalency summary:
Master's degree (assessed in 2015)

INTERESTS AND HOBBIES

- Watching series in English, IT jokes, creating Telegram stickers, chats administration, blogging, taking photos of unusual details while walking in a city
- Handcrafts: drawing, ceramics
- Design, UX, typography, poster art, home planning, interiors
- Maps, street signs, city navigation, urban planning, transportation, construction
- History of languages, words etymology
- Biology, medicine, animals, birds

COACHING

Helped striving learners to start their education in **frontend field**, and **junior developers** to find their way around html/css and **prepare for job interviews**: reviewed test tasks, shaped their code style, shared the industry expertise. 2 students have successfully completed their courses, and 1 of them then found a job.

CORE VALUES

PROFESSIONAL

- Collaboration
- Timely communication
- Transparency
- Hard work
- Effective remote work
- Continuous learning
- Knowledge exchange

PERSONAL

- Open-mindedness
- Curiosity
- Self-reliance
- Critical thinking
- Humor
- Honesty
- Liberty