

IVAN DEINICHENKO

Senior Frontend Engineer (Vue / Nuxt, Frontend Architecture)

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with **13+ years of experience** building and evolving **Vue/Nuxt applications in product-driven teams**. Strong focus on **performance** optimization, **SEO**, and refactoring legacy systems into maintainable, modern TypeScript-based codebases. Proven ability to deliver measurable improvements in **Core Web Vitals**, code quality, and feature delivery speed while collaborating closely with product, design, and backend teams.

CORE EXPERTISE

- **Frontend:** Vue 2/3, Nuxt 2/3/4, JavaScript (ES6+), TypeScript, React, Tailwind, LESS, SASS
- **Architecture:** SPA, SSR, SSG, Composition API, frontend architecture design
- **Performance & SEO:** Core Web Vitals (FCP, LCP, CLS), Lighthouse, SSR SEO, structured data (JSON-LD)
- **APIs & Integrations:** REST, WebSockets, Firebase (Auth, Firestore), third-party services
- **Tooling:** Git, CI/CD, Docker, Webpack/Vite, npm, Datadog, Sentry, Figma
- **Quality & Process:** Legacy modernization, technical debt reduction, code review, Agile/Scrum, Mentorship

KEY IMPACT HIGHLIGHTS

- Led a full rewrite of a slow, legacy Vue 2 application into a modern Nuxt 4 + TypeScript SSR platform, redesigning frontend architecture from scratch
- Eliminated critical technical debt and architectural bottlenecks, significantly improving **Maintainability, Stability, and Extensibility**
- Delivered major **Core Web Vitals improvements: LCP ↓ up to 6x, CLS ↓ up to 2x**, Lighthouse Performance ↑ up to 3x
- Improved **SEO scores from ~40 to 100** through SSR optimization and a scalable **structured data (JSON-LD) system**
- Accelerated feature delivery by introducing a strongly typed codebase, consistent patterns, and clearer ownership boundaries
- Led large-scale frontend migrations: **Drupal → Vue.js (2 projects)** and **Nuxt 2 → Nuxt 4**
- Established CI/CD pipelines and reproducible dev environments, reducing environment setup and release friction by **~70%**
- Acted as **frontend architecture owner**, unblocking teams, reviewing designs, and resolving the most complex technical issues

PROFESSIONAL EXPERIENCE

Senior Frontend Engineer - MaxDuel (Remote) (Aug 2024 - Present)

- Owned end-to-end frontend development of a Vue/Nuxt platform used by real users under performance and SEO constraints
- Led a full rewrite of a slow, legacy Vue 2 codebase into a Nuxt 4 + TypeScript SSR architecture, redesigning the frontend for scalability and long-term maintainability
- Partnered with product and backend teams to align frontend architecture with business priorities and delivery timelines
- Mentored peers and improved team processes through regular code reviews, architectural discussions, and shared coding standards

Key Results:

- Achieved **LCP ↓ up to 6x** and **CLS ↓ up to 2x**, improving core performance metrics dramatically
- Boosted Lighthouse Performance score by **up to 3x** and raised SEO score from **~40 to 100**
- Reduced feature delivery time and developer onboarding friction through typed architecture and consistent patterns

Senior Frontend Engineer - Acronis (Product Company) (Nov 2022 - Oct 2024)

- Owned frontend architecture for **acronis.com**, including SEO and performance strategy
- Led large-scale migrations from Drupal to modern Vue/Nuxt, defining patterns, standards, and reusable components
- Designed and implemented a structured data system (JSON-LD) used across multiple sections of the site
- Collaborated across teams to manage technical debt, improve testability, and align engineering work with business OKRs

Key Results:

- Migrated **5+ major site areas** to Vue/Nuxt, improving delivery predictability
- Elevated SEO visibility through systematic structured data implementation
- Enabled tighter CI/CD release cycles and reduced release risk via automated validation steps

Senior Frontend Engineer - Noveo (Feb 2022 - Nov 2022)

- Delivered Vue/Nuxt solutions for external clients, improving both code quality and performance
- Refactored legacy sections and introduced reusable high-quality components
- Established API integration patterns and optimized client-side data flows

Key Results:

- Refactored **300+ legacy components**, lowering defect rate and raising quality bar
- Increased organic traffic by **~15% within 3 months** through targeted performance and SEO improvements
- Improved conversion rates by **~10%** via UX and performance enhancements

Earlier Experience (Summary)

Fotostrana, ACT 222 - Frontend Engineer / Lead Roles (2012 - 2022)

- Built and launched multiple web and mobile games and interactive platforms using HTML5, Vue, Unity, and backend services
- Introduced Git workflows, CI automation, Agile practices, and quality standards across teams
- Drove end-to-end delivery of complex features from design to release in fast-paced environments

Key Results:

- Led delivery of core products repeatedly to meet or exceed KPIs
- Established company-wide engineering practices that elevated code quality and release maturity

EDUCATION

MSc in Information Systems & Technologies - Petrozavodsk State University (2006-2012)

LANGUAGES

English — C1 | Serbian — A2 | Russian — Native