# **Oleg Rybin**

**Front End Web Developer** | *+1 (647) 401-1468* • *oleg@olegrybin.com* • *olegrybin.com* • *github.com/olegr1*

# **Key skills**

* Assessing feasibility and development effort based on mockups, UX wireframes, and requirement documents.
* Translating designs into pixel-perfect, mobile-first, responsive, and cross-browser HTML layouts.
* Building interactive UI components using JavaScript, libraries, and frameworks—from jQuery to React.
* Expert-level CSS authoring, including the creation of custom responsive UI frameworks.
* Developing with an accessibility-first mindset and ensuring existing sites meet WCAG AA+ accessibility standards.
* Advanced understanding of performance considerations, optimizing existing sites' performance
* Working on Agile teams using industry-standard project management tools such as Jira and Confluence.
* Collaborating with design and UX teams using tools such as Figma and InVision.
* Authoring, editing and optimizing assets such as raster and vector images and videos using Adobe CS.
* Full command of VCS systems such as GIT, SVN and TFS, performing branching, merges and conflict resolution.
* Use of modern Node.js-based tools such as bundlers, code linters, transpilers and task-runners.

# **Employment history**

## **June 2014 - July 2024 *Lead UI developer (consultant)*** at ***Bell - Mississauga, Canada***

### **Responsibilities**

* Developing new sections, components, applications and features for various Bell websites
* Implementing performance enhancements to improve key metrics
* Offering technical guidance in UI development, ensuring best practices in design and implementation
* Conducting assessments of development efforts and feasibility for upcoming projects and features

### **Highlights**

* Led the creation of the first responsive UI frameworks for Bell.ca Shop and Support websites
* Served as the lead UI consultant in the transition to responsive design for Bell.ca Shop and Support websites
* Authored multiple high-profile pages and components, including the current homepage and global navigation

### **Technologies**

*HTML • CSS • JavaScript • MVC.NET / C# / Razor • Adobe CS suite • Team Foundation Server • Agile and Waterfall development • React • Node.js • GIT • Angular • Java / Spring Boot / FreeMarker • SVN*

## **March 2013 - June 2014 *Front-End Web developer*** at ***Canadian Tire - Toronto, Canada***

### **Responsibilities**

* Developing new components, functionalities, and layouts for canadiantire.ca, along with various microsites
* Converting websites to Adobe CQ5 (currently Adobe Experience Manager) and implementing mobile-first responsive design
* Providing technical guidance and support to other development teams within the organization
* Conducting evaluations of third-party vendor work to ensure adherence to Canadian Tire's quality standards

### **Highlights**

* Developed user interface components and managed the CMS integration for the first microsites built in-house using CQ5 (currently Adobe Experience Manager)

### **Technologies**

*HTML5 • CSS3 • LESS • Adobe CS • Twitter Bootstrap • JavaScript • Grunt • JSP • PHP • SVN • Node.js • GIT • CVS • Blue Martini CMS • AEM (Adobe CQ5) • Joomla • Adobe Scene 7 • Agile development*

## **February 2013 - January 2014 *Web-to-print developer (consultant)*** at ***DPI - Atlanta, USA (remote position)***

### **Responsibilities**

* Setting up a scalable and reusable Pageflex Studio project structure
* Creating dynamic document templates
* Designing and programming interactive Pageflex Storefront web interfaces
* Developing .NET-based plug-ins

### **Technologies**

*Pageflex Storefront • HTML • CSS • JavaScript • Adobe CS suite • C#*

## **May 2007 - March 2013 *Web-to-print Developer*** at ***The Printing House Limited (TPH) - Toronto, Canada***

### **Responsibilities**

* Leading sales meetings and product demonstrations for the company's Web-to-print solution
* Configuring Pageflex Storefront portals, developing variable document templates, and scripting conditional behaviors
* Coordinating testing sessions and releases
* Conducting comprehensive user training sessions
* Providing customer support and assisting participating TPH managers
* Contributing to the development of custom Pageflex Storefront extensions

### **Highlights**

* Played a key role in defining and crafting the interface, features, and functionality of the company's Web-to-print solution
* Successfully created over 40 customized Web-to-print portals for the company's clients
* Achieved a twofold increase in transaction volume through Web-to-print portals
* Effectively encouraged the adoption of Web-to-print portals across the company's branches

### **Technologies**

*HTML • CSS • JavaScript and libraries • C# • Pageflex Storefront • Adobe Flash and libraries • Photoshop • Illustrator • Acrobat • Indesign*

## **January 2006 - February 2007 *Content Specialist*** at ***Shopping.com (an eBay company) - Netanya, Israel***

### **Responsibilities**

* Identifying and addressing content-related issues in product databases
* Conducting systematic competitor research and delivering insightful reports to the Content Management Team

## **January 2005 - January 2006 *Web Designer, CMS Integrator*** at ***CGFX / ATOM Macrcom - Rehovot, Israel***

### **Responsibilities**

* Designing templates for the company's custom PHP-based CMS

### **Technologies**

*HTML • CSS • Photoshop • 3DS MAX*

## **January 2002 - January 2003 *Graphic Designer*** at ***Dmax - Gzira, Malta***

### **Responsibilities**

* Designing various promotional materials

### **Technologies**

*HTML • CSS • Photoshop • Quark Xpress • Macromedia Freehand • Flash*

## **January 2001 - January 2003 *Web Designer*** at ***ASP. Consulting Group - Sliema, Malta***

### **Responsibilities**

* Managing ASP's corporate website and intranet portal

### **Technologies**

*HTML • CSS • Adobe Photoshop • Macromedia Flash*