Rudi Aj

Rijeka, Croatia

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Senior Frontend Developer · 10 years of experience specializing in Next.js and React

Experience

Gled   **Remote**
Co-founder   *Feb 2025 – Present*
Real estate B2B SaaS platform for property agents (Side project)
○ Built and launched a self-funded, profitable-from-day-one real estate B2B SaaS product that helps agents save time and discover new property listings on the market.
○ Achieved 100% customer retention and organic paid growth through word-of-mouth recommendations from satisfied real estate agents.
○ Developed an automated property search tool that notifies agents immediately when new listings appear on major Croatian real estate platforms, enabling them to be the first to contact sellers.
○ Engineered a platform that distinguishes between private sellers and agency listings, with customizable filters for location, property type, and price range.

Elixirr   **Remote**
Frontend Developer Contractor, 5 mos   *Jul 2024 – Nov 2024*
Digital consulting firm specializing in transformation and growth
○ Developed a custom registration flow and live race tracking website for the Nedbank Gravel Burn cycling event using Next.js, Payload CMS, GraphQL.
○ Built the live race platform from the ground up within a tight deadline, integrating real-time data feeds from Race Base Pro to deliver dynamic rider tracking, stage progress updates, and leaderboard changes.
○ Created a premium digital experience, bringing the seven-day gravel race through South Africa's Karoo to a global audience.

PlayAI   **Remote**
Frontend Engineer, 10 mos   *Apr 2024 – Jan 2025*
AI voice platform for TTS models backed by Y Combinator, acquired by Meta
○ Implemented SEO strategies achieving top-3 Google rankings for keywords like "AI voice generator" and "text to speech", leading to 300% increase in organic traffic (50K to 300K monthly visitors)
○ Enhanced site performance by 56% and upgraded project architecture from Next.js pages to app router
○ Refactored project from static Next.js to customized Payload CMS architecture

BRIX Holdings   **Remote**
Frontend Engineer, 1 yr   *May 2023 – Apr 2024*
Multi-brand franchising company specializing in food service chains
○ Led implementation and rewrite of three franchising landing pages from WordPress to Next.js + Prismic

Dickey's Barbecue Pit   **Remote**
Frontend Engineer, 1 yr 5 mos   *Jan 2022 – May 2023*
World's largest and fastest growing barbecue franchise
○ Contributed to multiple franchising projects owned by the company.
○ Worked closely with designers during the planning phase of the OLO dashboard complete rewrite from the standalone React to a Next.js app. Initiated the frontend bootstrapping, taking the lead in selecting technologies and implementing best practices. Played a key role in the project rewrite, which successfully brought down hosting costs by 80%.

Accountable   **Remote**
Frontend Engineer, 1 yr 5 mos   *Jul 2020 – Nov 2021*
Series A FinTech startup, backed by Venture Capital, acquired by Visma for €110M
○ Enhanced application for dual-market functionality in Belgium and Germany with multilingual support for improved user engagement.
○ Integrated a bank account connection feature, automating payment reconciliation and providing real-time insights on tax obligations, enabling users to make informed financial decisions.

TAIA   **Remote**
Frontend Engineer, 6 mos   *Jan 2020 – Jun 2020*

Modern AI-assisted translation platform
○ Played a pivotal role in refactoring and advancing TAIA Translations Platform from MVP to version 1 within a dynamic six-month period.

Signature Networks   **Rijeka · On-site**
Fullstack Engineer, 2 yr 3 mos   *Nov 2017 – Dec 2019*
Digital agency
○ Worked closely with AutoScout24 in-house team, transforming their monolith-based structure to a modern React Web App.
○ Guided and mentored junior developers through coding best practices and project workflows.
○ Contributed as a core developer on in-house product - accounting app built using MERN stack.

Digital Cube   **Belgrade · On-site**
Frontend Engineer, 7 mos   *Mar 2017 – Sep 2017*
Digital agency
○ Worked as a contributor on a fitness tracking app powered by AngularJS.

Upwork/Freelance   **Belgrade · On-site**
Frontend Engineer, 9 mos   *Jun 2016 – Mar 2017*
○ Worked on a few smaller projects developing my AngularJS and Wordpress skills.

OriginTrail   **Belgrade · On-site**
Frontend Engineer Intern, 7 mos   *Nov 2015 – May 2016*
Verifiable Web for Decentralised #AI
○ Started Frontend Engineer internship.

Education

SAE Institute
B.S.c. Web Development   *2014 – 2017*

Natural Science and Graphic School Rijeka
Web Designer   *2008 – 2012*

Technical Skills

Strong: TypeScript, JavaScript, HTML, CSS/SCSS, Next.js, React, Redux, Node.js, Express, Tailwind CSS, MUI, Bootstrap, Framer Motion, Styled Components, MongoDB, PostgreSQL, Payload, Prismic, Strapi, Supabase, Drizzle ORM, Webpack, Jest, Git, REST, GraphQL

Familiar: PHP, WordPress, jQuery, Figma, Adobe Illustrator, Adobe Photoshop

Languages

English (Fluent) · Croatian (Native)

Interests

Music · Guitar · Weightlifting · Jiu-Jitsu · Logo Design · Seinfeld