RA

Rudi Aj

Senior Frontend Engineer (Rijeka, Croatia)

10 years of experience specializing in Next.js and React.

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EXPERIENCE

Apr 2024 - Jan 2025 · 9 mos · Remote
PlayAI
Frontend Engineer

AI voice platform for TTS models backed by Y Combinator

- Over nine months, I implemented SEO strategies that achieved top-3 Google search rankings for high-impact keywords like "AI voice generator" and "text to speech." Additionally, I enhanced Play.ht's site performance by 56% and upgraded the entire project architecture from Next.js pages to the app router.
- Refactored the Play.ai project, transitioning from a static Next.js setup to a fully customized Payload CMS architecture.

May 2023 - Apr 2024 · 11 mos · Remote
BRIX Holdings
Frontend Engineer

Multi-brand franchising company specialising in food service chains

- Led the successful implementation and subsequent rewrite (Wordpress to Next.js + Prismic) of three franchising landing page redesigns at BRIX Holdings.

Jan 2022 - May 2023 · 1 yr 5 mos · Remote
Dickey's Barbecue Pit
Frontend Engineer

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%.

Jul 2020 - Nov 2021 · 1 yr 5 mos · Remote
Accountable
Frontend Engineer

Series A FinTech startup, backed by Venture Capital

- 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.

Jan 2020 - Jun 2020 · 6 mos · Remote
TAIA
Frontend Engineer

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.

Nov 2017 - Dec 2019 · 2 yrs 3 mos · Rijeka · On-site
Signature Networks
Fullstack Engineer

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.

Mar 2017 - Sep 2017 · 7 mos · Belgrade · On-site
Digital Cube
Frontend Engineer

Digital agency

- Worked as a contributor on a fitness tracking app powered by AngularJS.

Jun 2016 - Mar 2017 · 9 mos · Belgrade · On-site
Upwork/Freelance
Frontend Engineer

- Worked on a few smaller projects developing my AngularJS and Wordpress skills.

Nov 2015 - May 2016 · 7 mos Belgrade · On-site
OriginTrail
Frontend Engineer Intern

Verifiable Web for Decentralised #AI

- Started Frontend Engineer internship.

EDUCATION

Sep 2014 - Mar 2017
SAE Institute
B.Sc. Web Development

Sep 2008 - Jul 2012
Natural Science and Graphic School Rijeka
Web Designer

SKILLS

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

Familiar
PHP, WordPress, JQuery, Figma, Adobe Illustrator, Adobe Photoshop, GraphQL

Languages
English fluent, Croatian native

Interests
Music, Guitar, Weightlifting, Jiu-Jitsu, Logo Design, Seinfeld