

RA

Rudi Aj

Senior Frontend Engineer (Rijeka, Croatia)
10 years of experience with focus on Next.js/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 specializing 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 Decentralized #AI

- Started Frontend Engineer internship.

EDUCATION

Sep 2014 - Mar 2017

SAE Institute

B.S.c. Web Development

Sep 2008 - Jul 2012

Prirodoslovna i grafička škola Rijeka

Web design

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