Alexander Anufriev

AI-native Senior Frontend Engineer

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Available as a B2B contractor · Open to employer-sponsored relocation

SUMMARY

AI-native Senior Frontend Engineer with 5 years of product development in Vue.js and TypeScript at inSales, a B2B SaaS platform for running online businesses.

Built image, text and code editors for merchants and reworked product loading in the JavaScript library behind the online stores of 60,000+ merchants.

Owned tasks end to end: shaped product scenarios, aligned them with the team, delivered the result, documented it, and kept improving it based on metrics and user feedback.

PROFESSIONAL EXPERIENCE

AI-native Senior Frontend Engineer | inSales

October 2021 – September 2026 · Remote

Approximately $4.9 billion in merchant GMV and $12.8 million in company revenue in 2025.

Image Editor

- Built a standalone TypeScript/Fabric.js image-editing library, then the inSales image editor on top of it with Vue.
- Serves **3,000+ active clients** and handles **800+ AI operations daily** for background removal, upscaling and text generation.
- Used on product cards and in the visual site editor for banners, sliders and other blocks. Merchants work with text, shapes, layers, templates and undo/redo, and save projects to continue later.
- Bulk edit transfer across up to 10 images reduced preparation of a 10-image set from 5–10 to 2–3 minutes.
- Made image loading over 2× faster through caching, moved heavy import/export to Web Workers, and tested interactions with Jest and Playwright.

Visual Site Editor

- Implemented the redesign of the visual site editor used by **over 90% of stores**.
- The share of new users who changed and saved a setting without help in their first session increased **from 60% to 80%**.
- Proposed and implemented a recovery mode that lets merchants fix broken widgets even when the storefront preview fails to load.

Storefront Core

- Reworked product loading in the JavaScript library behind product pages, carts and checkout.
- Representative product-heavy page loads fell **from over 10 seconds to 2–3 seconds**, and product-data requests dropped by approximately 70%.
- Implemented AJAX rendering and IndexedDB caching across 10+ standard templates.
- Reduced the compressed bundle from over 300 KB to 168 KB with Webpack 5, code splitting and tree shaking.

Abandoned Carts

- Owned frontend delivery of this paid admin-panel section, with **200+ subscribing stores** and over $2,000 a month in revenue.
- Defined its behavior and agreed data and API contracts with backend engineers for analytics, the cart-details drawer, and manual and automatic reminders. Took the work from requirements to release.
- A May 2025 inSales case study reported approximately $1,200–4,400 a month from cart-linked retargeting for one merchant, with 15% of customers returning to complete a purchase.

Code Editor

- Created a shared Monaco editor build for **5 product interfaces**, bringing familiar VS Code shortcuts, snippets, syntax highlighting and IntelliSense into store-template and customer-message editing.
- Added context-aware suggestions for mixed HTML/Liquid. Maintained it for over 3 years.

Text Editor

- Created a custom text-editor build and a reusable Vue component for **10+ text workflows**, including product descriptions, pages, articles and widgets.
- Added AI tools for generating content from product data, rephrasing and expanding text.

Vue 3 Migration

- Contributed to migrating a large production codebase from Vue 2 to Vue 3, fixing compatibility issues and performance regressions caused by changes in reactivity and Proxy behavior.

Senior Technical Support Engineer | inSales

October 2019 – October 2021 · Remote

- Handled **up to 60 merchant requests daily** and delivered dozens of storefront customizations per month using HTML, CSS, JavaScript, and Liquid. Mentored new support colleagues.
- Ran the internal Layout Support chat with **50+ members** for 5 years, continuing after the move to frontend. Helped support engineers resolve about 15 complex storefront questions weekly.

SKILLS

Frontend: Vue.js 2/3, TypeScript, JavaScript ES6+, Nuxt 3/4, Composition API, Pinia, Vuex, Vue Router, HTML5, CSS3, Sass/SCSS, Tailwind CSS

UI and data: Stateful UI, component architecture, HTML Canvas, Fabric.js, Vuetify, Figma, responsive and cross-browser UI, REST APIs, GraphQL, DatoCMS

Tools: Jest, Playwright, Vite, Webpack, Web Workers, Git, CI/CD, AI-assisted development

EDUCATION

Aircraft Design Engineering | Moscow Regional College of Industry Technologies | 2015

LANGUAGES

English — C1 | Russian — Native