Alexander Anufriev

AI-Native Senior Product Engineer

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

SUMMARY

AI-Native Senior Product 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.

Led frontend development of 100+ product features and improvements, from product scenarios to release, and kept improving them based on metrics and user feedback.

Have used AI coding tools on every project since 2022, now Claude Code and Codex daily under a self-written code standard, while staying responsible for architecture and review.

PROFESSIONAL EXPERIENCE

AI-Native Senior Product 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, working with AI coding agents from the start.
- 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 cut editing a 10-image set from about an hour by hand to 2–3 minutes.
- Made image loading **over 2× faster** by replacing base64 data with Blob/Object URLs, moved heavy import/export to Web Workers, and tested interactions with Jest and Playwright.

Visual Site Editor

- Implemented the editor redesign with a new API contract and on-demand widget loading, and owned its release. 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 library behind product pages, carts and checkout: product-heavy pages went **from over 10 seconds to 2–3 seconds**, with about 70% fewer data requests.

- Cut **450+ KB of repeated captcha scripts** from storefront pages by lazy-loading reCAPTCHA once when a form enters the viewport.
- 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.

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

- Migrated 10+ Vue 2 components to Vue 3 in 3 core repositories and traced **4–5-second UI delays** to Proxy overhead, fixed in the shared UI kit.

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: AI coding agents (Claude Code, Codex), AI features in production

EDUCATION

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

LANGUAGES

English — C1 | Russian — Native