Alexander Anufriev

AI-native Senior Frontend Engineer

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

SUMMARY

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

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 built the inSales image editor on top of it with Vue. Merchants use the editor in two places: product cards, and the visual site editor when they upload images for banners, sliders and other blocks. They can add and format text and shapes, work with layers, templates and undo/redo, and save projects to continue later. The editor serves **3,000+ active clients** and handles **800+ AI operations daily** for background removal, upscaling and text generation. Bulk edit transfer across up to 10 images at a time 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.
- **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.
- **Storefront Core:** Reworked product loading in the shared JavaScript library behind product pages, carts and checkout. Reduced product-data requests by **approximately 70%**, while representative product-heavy page loads fell **from over 10 seconds to 2–3 seconds**. 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. It also adds 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, Moscow | 2015

LANGUAGES

English — C1 | Russian — Native