

ABOUT ME

As a seasoned frontend developer, I am adept at elevating user interfaces and fine-tuning application performance to its peak efficiency. My professional journey is marked by a strong commitment to maintaining robust support for code, swiftly resolving bugs, and innovatively introducing new features that significantly enhance application functionality. My focus is steadfast on harnessing cutting-edge technologies and adhering to industry-leading development practices, all with the singular goal of crafting applications that are not only user-friendly but also operate with unparalleled efficiency.

SKILLS

TANSTACK QUERY

RTKQUERYNEXT.JS

REACTTYPESCRIPT

MANTINETAILWIND

HIGHCHARTSSCSS

LINKS

**My site:**  
<https://www.alexsool.dev/>

**Telegram:**  
[https://t.me/sokol\\_dev](https://t.me/sokol_dev)

ALEXANDR SOKOLOV

FRONTEND DEVELOPER

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WORK EXPERIENCE

SCHOOLBUSMANAGER

Jun 2023 - Mar 2025

Frontend Developer

- Support and development of multiple projects: fixing bugs, improving existing functionality, and developing new features
- Updating dependencies to the latest versions, improving security and stability
- Integration of TypeScript, improving code readability, simplifying refactoring, and reducing errors
- Migration from Webpack to Vite, significantly speeding up the build process and application loading
- Optimizing bundle size, reducing file weight for faster loading
- Improving application performance — in some cases, performance increased up to 7x
- Implementing modern architecture (FSD) and refactoring the code, making the project more scalable
- Optimizing API interactions: caching data and fine-tuning API requests to reduce server load
- Upgrading Redux to Redux Toolkit (RTK Query), simplifying work with server-side data
- Using Zustand for efficient and easy local state management
- Optimizing modal window management — implemented centralized control using Zustand, improving performance and maintainability
- Enhancing Developer Experience (DX): configuring linters, formatters, and automating development processes

AEROIDEA

Jul 2022 - Present

Frontend Developer

- Joined the team during the project design phase before the first MVP.
- Developed separate packages for design system components and helper functions, necessary for supporting multiple projects.
- Provided assistance and conducted code reviews for junior developers in the team.
- Implemented content creation functionality in the admin panel. Administrators could create various blocks (descriptions, sliders, product selections by category, event slides, and more).
- This allowed administrators to create unique pages for different events, promotions, and advertising campaigns, and remove them when no longer needed.
- This solution was also used for customizing advertising banners and promotions within the application.
- The application was built on Next.js. To optimize performance, a significant portion of backend requests was moved to the server-side, with some remaining on the client-side.
- Performed fine-tuning of page caching for faster page load times.
- Addressed the needs of users with disabilities: implemented themes with high contrast, as well as options for increasing font sizes and letter spacing.

ZOFTIFY

Feb 2021 - Aug 2022

Frontend Developer

- Made significant contributions to the development of a web application using cutting-edge technologies and tools, including the Next.js framework. Actively involved in all stages of development, from design to implementation and optimization.
- Meticulously optimized bundle size and page loading speed, resulting in improved performance and user experience of the application.
- Created and customized administrative panels for both internal company projects and clients. The flexible and intuitive interface of the administrative panels allowed users to easily manage content and customize application settings.
- Actively participated in the development of an innovative application aimed at providing various specialized services such as massage, hairdressing, and more. This application demonstrates my ability to implement complex functional requirements and adapt to various business scenarios.
- In addition to core technologies like Stripe for payments, Chart.js for data visualization, and Tailwind for styling, I continuously strive to learn and implement new tools and approaches to ensure high quality and innovation in my work.

HELIUM10

Jun 2019 - Feb 2021

Frontend Developer

- Provided support for large company projects and developed new ones.
- Developed the company's UI libraries and created a user interface for the Amazon seller app.
- Designed a system to monitor the history of goods prices, competitor prices, and set up advertising campaigns down to keywords. This enabled users to effectively manage their business on the Amazon platform and increase competitiveness.
- Contributed to the creation of a custom component library, including testing and documentation through a storybook. This ensured high quality and stability of the application's user interface.
- Participated in the development of tools for Amazon sellers (Adtomic), providing users with convenience and efficiency in sales on the platform.

DESKALERT

Jan 2019 - Jun 2019

Frontend Engineer

- Developed new functionality, corrected and worked with the legacy code in the project.
- Transitioned the application to TypeScript for improved type safety and maintainability.