

Alexander Gusev

Software Engineer

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PROFESSIONAL EXPERIENCE

EPAM Systems, Inc.

Software Engineer

February 2021 - Present

London, UK

- **Flo Health – Adtech**
 - Integrated and enhanced Ad Networks and 3-rd Parties that covered 171M clicks thereby increasing Ads Targeting performance and Return on Ad Spend (ROAS) by 2.6%.
 - Built a Promo code funnel by collaborating with key stakeholders, architecting backend services, integrating user interfaces, optimizing the conversion process through data analysis, and achieving a 11% increase in promotion redemption rates and a 3% boost in overall sales.
- **Burberry ERP - Materials:**
 - Built Enterprise Resource Planning system. Managed migration from old ERP. Led a front-end team.
 - Increased code coverage to 80% with rigorous coding practices and authored documentation on code standards and best practices.
 - Delivered bug-free, on-time releases, managed all release processes, and performed 30+ production data migrations.
 - Conducted onboarding and provided mentorship and knowledge transfer sessions to ensure adherence to high-quality standards and boost team productivity.
- **Burberry ERP - Products**
 - Reduced development time by 30% with shared UI component packages and improved code propagation speed from 3 man-days to instant with enhanced release strategies.
 - Enhanced UI loading metrics by 25% through build-time, run-time, and network optimizations and reduced CI build time by 40%.
 - Designed and implemented front-end architecture, selecting the optimal technology stack and design patterns, and documented code quality standards and UML diagrams.
 - Increased user flow speed by 20% through major performance optimizations of key components and implemented primary user flows, significantly enhancing user experience.

Yellow Systems

Software Engineer

July 2018 - February 2021

Minsk, Belarus

- **MyCOSMO - ERP system, project management platform**
 - Built Dashboards module including data orchestration, analysis and orchestration, displaying via charts on UI, and customizations, which improved Customer satisfaction score by 24%
 - Built Pages module that allowed to fully customize UX and decrease Page Views per Session by 14%
 - Built an onboarding experience with an AI Agent by integrating personalized guidance, and continuously optimizing based on user feedback and performance metrics.
- **Open Audience - online/offline real-time conference platform**
 - Led the end-to-end development and maintenance of the admin, customer, and broadcast applications within the online/offline real-time conference platform, ensuring a seamless and intuitive user experience.
 - Created CI/CD pipelines by automating build processes, integrating testing frameworks, deploying code to staging and production environments, and continuously monitoring pipeline performance for optimization.
- **Writer.com Sketch View - AI-driven copyediting for teams performed in Sketch files**
 - Led the reverse engineering efforts for the Sketch App, gaining an in-depth understanding of its architecture and functionalities to facilitate seamless integration with Sketch View.
 - Integrated AI-driven content suggestions within Sketch files for the copyediting platform.
 - Conducted performance audits, identifying and addressing bottlenecks and areas for optimization in both frontend and backend components to achieve optimal speed and responsiveness.

EDUCATION

Belarusian State University

BS, Applied Mathematics and Computer Science

2016 - 2020

Minsk, Belarus

SKILLS

- **Programming Languages:** JavaScript, Typescript, SQL, HTML, CSS, Bash, Python
- **Frameworks and Libraries:** NextJS, NestJS, ExpressJS, React, Node.js, Redux
- **Databases:** PostgreSQL, MySQL, MongoDB, DynamoDB, ElasticSearch
- **Cloud and CI/CD:** AWS, GitLab CI/CD, GitHub Actions