

# Felix Orlov (Legal: Egor Zheltukhin)

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Software Developer - 6 years of experience,

Work-eligible in Canada (open work permit)

## Summary

Frontend-leaning Full-Stack Engineer with 6+ years in high-traffic marketing platforms and product portals.

Specialized in Vue/Nuxt, performance optimization, SSR migrations, and analytics-driven UX. Strong background in growth experiments, conversion optimization, and internal tooling for marketing teams.

## Core Skills

- **Frontend:** JavaScript (ES6+), TypeScript, Vue.js, Nuxt (SSR, SSG), HTML5, CSS3, SCSS, Responsive & Cross-browser Layout
- **Performance & Growth:** Performance Optimization (Core Web Vitals, bundle size, SSR), A/B Testing & Experimentation, Conversion Rate Optimization (CRO), Funnel & Behavior Analytics Integration
- **Build & Tooling:** Vite, Webpack, HTML Bundler, Code Splitting, Lazy Loading, CI/CD Pipelines, Git (GitHub / GitLab)
- **Backend & Data:** Node.js, PHP, REST APIs, MySQL, MongoDB, Data Collection & Event Tracking, Laravel
- **Product & Collaboration:** Working with Marketing & Product Teams, Internal Tools & CMS-like Platforms, Technical Documentation

## Work Experience

**Nexters** - Fullstack Developer Remote | 2024 - 2026

- Built and maintained high-traffic landing pages using Vue.js and SCSS; improved localization and auto-redirect logic, increasing registrations from landing pages by up to 20%.

[https://www.hero-wars.com/landings/laracroft\\_event/en/](https://www.hero-wars.com/landings/laracroft_event/en/)

<https://www.hero-wars.com/landings/laracroft/en/>

<https://www.hero-wars.com/landings/loot13a/en/>

- Built and maintained a hero portal that enabled non-technical staff to create and publish new hero pages, accelerating delivery of game updates information to players.

<https://www.hero-wars.com/universe/en/all/>

- Led migration of landing pages to Nuxt SSR, reducing build time by up to 60%.

- Developed and maintained an internal analytics platform providing behavioral insights and supporting marketing and product decision-making.
- Built a customer support intake tool that reduced support workload by simplifying issue reporting for players.
- Built dashboards for marketing segmentation and revenue analysis.
- Documented features and created internal guides, reducing hero page creation time from one day to about 30 minutes.

#### **Centrsvet** - Senior Frontend Developer | 2023 - 2024

- Developed company website <https://www.centersvet.ru/> and custom light-builder tool used by sales. [https://www.centersvet.ru/product/punto\\_r\\_all/](https://www.centersvet.ru/product/punto_r_all/)
- Built an internal platform allowing employees to create and publish product pages without developer involvement.
- Automated behavioral and revenue metric collection to support data-driven business decisions.
- Standardized landing page structure, making it easier for marketing teams to launch and manage ad campaigns.

#### **Platrum / Roistat** - Frontend Developer | 2021 - 2022

- Designed and built primary site <https://platrum.ru/> implemented A/B testing and simplified agent onboarding on the website to efficiently propose and close deals with clients.
- Developed and maintained various product modules inside the project <https://app.platrum.ru/> proposed improved approaches for implementing new features
- Automated workflows and improved internal scripts across teams.
- Standardized landing page templates reducing build time and increasing cohesion.
- Improved collaboration through UI documentation and processes.

#### **amoCRM / Kommo** - Head of Technical support | 2020 - 2021

- Created and maintained a comprehensive product knowledge base <https://www.kommo.com/support/> improving communication with customers and speeding up issue resolution
- Offered consultation on product features for sales and marketing departments.
- Led an English-speaking technical support team and introduced performance metrics to evaluate team effectiveness

#### **amoCRM / Kommo** - Marketing specialist and Product Manager | 2018 - 2020

- Lead and maintained implementation of new product soft pivot towards messenger focus: <https://www.kommo.com/support/getting-started/what-is-mbs/>
- Coordinated workflows across design, marketing, frontend, and backend teams
- Contributed to writing and publishing a book on the company's new product strategy [https://www.kommo.com/delivered\\_static/Delivered.pdf](https://www.kommo.com/delivered_static/Delivered.pdf) worked on design, printing exclusive

copies and worked with external companies to deliver the book to final, my initials can be found in the book by EZ on page 4

## Personal Projects

### **TENC - Token-Efficient Nested Codec**

<https://www.npmjs.com/package/@vorna-group/tencparser>

<https://github.com/Vorna-Group/TENC>

Designed and implemented a custom token-efficient HTML-like codec for LLM pipelines, including parser, validator and deterministic serializer. Published as npm package and open-source project; focused on reducing token usage while preserving DOM-like structure.

### **COVID-INFO**

<https://github.com/EgorZ7901/covid-info>

Built at Elbrus Coding Bootcamp hosted hackathon and won 1st place, collects and shows information news, cases and trip restrictions during pandemic

## Education

**Moscow Aviation Institute** - Bachelor of Information Security, 2020

**Elbrus Coding Bootcamp** - Middle fullstack developer course, 2021 <https://elbrusboot.camp/>

Won a bootcamp hackathon by building COVID-INFO in 48 hours as part of a 4-person team