

Oleksandr Zariechniev

Senior Frontend Developer — Adobe Commerce · React / Next.js · AEM

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PROFILE

Frontend developer with **16 years' experience**, the core of it spent building and maintaining **Adobe Commerce (Magento)** storefronts and themes — from architecture and performance to team coding standards — and an **Adobe Certified Expert** in Adobe Commerce Front-end Development. Since 2024, expanded into **Adobe Experience Manager** (custom components, authoring workflows) and headless frontends with **Next.js** and **Payload CMS** for international clients. Strong track record in frontend performance, theme and build architecture, and raising code quality across a team through review, standards and mentoring.

CORE SKILLS

Adobe Experience Cloud	Adobe Commerce (Magento 1 & 2), Adobe Experience Manager (AEM) components & authoring
Modern frontend	React, Next.js, TypeScript, JavaScript (ES6+), Payload CMS, WordPress (theming), headless architecture
Core web	HTML5, CSS3, responsive design, cross-browser engineering, accessibility-minded markup
Performance	Core Web Vitals (LCP, FCP, CLS), critical CSS, image & asset delivery, bundle optimisation
Styling	SCSS, LESS, Tailwind CSS, shadcn/ui, design-system implementation
Tooling & delivery	Vite, Docker, ESLint, Prettier, Stylelint, Git, GitHub, CI/CD
Ways of working	Code review, mentoring, coding standards ownership, estimation & pre-sales, Jira, Confluence, Figma
AI-assisted development	Claude Code, Cursor, MCP, agent-based workflows

EXPERIENCE

Frontend Developer — **Freelance / Contract**08/2024 – present

Germany · remote, international clients

Frontend delivery across three platforms in parallel — Adobe AEM, Adobe Commerce and Payload CMS.

- **Adobe AEM:** developed and maintained custom AEM components, giving authors consistent, predictable editing experiences and reliable responsive delivery.
- **Headless with Next.js & Payload CMS:** built headless CMS solutions with custom collections and blocks, and the React/Next.js frontends consuming them.
- **Adobe Commerce:** built and customised storefronts with a focus on performance, UX and brand consistency.
- Registered as a Freiberufler in Germany; managed scoping, estimation and client communication independently.

Adobe Commerce Frontend Developer — **Atwix**11/2023 – 07/2024

- **Custom product configurator:** built a highly versatile configurator on the Adobe Commerce REST API using Knockout.js and Magento UI components.
- **Performance engineering:** improved LCP, FCP and CLS across the storefront through image delivery, style and script pipeline changes, and critical CSS.
- **Custom account grid:** delivered a customer-account grid with sorting, sharing and search.

Adobe Commerce Frontend Developer — GoMage

06/2021 – 07/2023

- **Theme architecture:** set up and developed production themes from scratch, defining build tooling, linting and the code-quality standards the team worked to.
- **Team development:** ran extensive code reviews and mentored junior developers, raising coding standards across the team.
- **Pre-sales & estimation:** produced technical estimates and contributed to solution scoping and customer engagement.

Adobe Commerce Frontend Developer — Overdose

02/2020 – 05/2021

- **High-traffic storefronts:** developed fully responsive themes from scratch for large-scale Adobe Commerce projects.
- **Company-wide standards:** introduced the frontend coding standards — ESLint, Prettier and Stylelint — adopted across the development team.
- **Developer education:** created an internal JavaScript course to bring team members up to speed on modern practices.

Frontend Developer — Magecom

02/2018 – 02/2020

- Led theme migrations from Magento 1 to Magento 2 and built new Magento 2 themes from scratch — full-platform migration work, from scoping and estimation through delivery.
- Conducted code reviews and prepared development estimates.

EARLIER EXPERIENCE

04/2012 – 01/2018	Frontend Developer, Zfort Group — custom Magento 1 & 2 themes; WordPress and Drupal builds; decoupled architecture with Drupal as backend and React on the frontend.
01/2012 – 04/2012	Software Engineer, EPAM Systems — mobile web optimisation for e-commerce sites using XSLT, XPath and proxy-based content adaptation, delivering device-specific versions before responsive design was standard.
12/2009 – 10/2011	Frontend / WordPress Developer — Codus Software, HivistaSoft Ltd, W3 Ukraine. Responsive WordPress themes and pixel-perfect, standards-compliant, cross-browser markup.

CERTIFICATION & EDUCATION

Adobe Certified Expert

Adobe Commerce Front-end Developer, 2023
credly.com/badges/efa46245-7e5c-4d95-ba5f-0f7b0e67f5fe

Master's Degree

Computer-Integrated Technological Processes and Production
National Technical University "Kharkiv Polytechnic Institute", 2005–2010

LANGUAGES & WORK AUTHORISATION

English — B2, professional working proficiency | **Ukrainian** — native

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