

# MAKSIM FRELIKH

Frontend Engineer | React, TypeScript, Frontend Architecture, Performance

+7 (995) 786-79-49 | frelikhmax@gmail.com | LinkedIn: [linkedin.com/in/frelikh](https://www.linkedin.com/in/frelikh) | Telegram: [t.me/MaksimF\\_FrontendDev](https://t.me/MaksimF_FrontendDev)

Open to remote roles and relocation

## SUMMARY

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Frontend Engineer with 5+ years of experience building product-facing web applications at VK and Avito. Strong focus on React, TypeScript, frontend architecture, complex UI state, performance optimization, and monetized user flows.

I design maintainable frontend systems, improve performance in high-traffic products, integrate APIs, contribute to product decisions, and deliver features from discovery to production release. Recent work includes reducing initial JavaScript bundle size by ~25%, improving rendering performance for large file collections, owning frontend architecture for core file-management flows, and contributing to subscription, partner, monetization, hotel discovery, and booking flows.

## SELECTED IMPACT

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- Reduced initial JavaScript bundle size by ~25% by auditing Webpack chunks, extracting heavy product areas into lazy-loaded modules, and improving the code-splitting strategy.
- Improved performance of large file-management interfaces by implementing virtualization, optimizing React rendering, and reducing unnecessary state updates in list and grid views.
- Owned frontend architecture for core file operations, including entity-based state, API interaction patterns, selectors, optimistic updates, permission checks, cache invalidation logic, and reusable data-loading patterns.
- Delivered monetized product flows in a high-traffic consumer product, including family subscriptions, partner gallery integrations, and custom-domain email purchases.
- Helped improve hotel discovery, filtering, comparison, and booking UX through URL-synced filters, optimized galleries, pricing widgets, reviews, recommendation modules, and A/B-tested product improvements.

## CORE SKILLS

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**Frontend:** JavaScript, TypeScript, React, HTML5, CSS3, Sass, styled-components, responsive UI

**State & data flow:** Redux Toolkit, Redux, MobX, Zustand, React Router, Formik, React Hook Form, Zod

**Performance & architecture:** virtualization, lazy loading, code splitting, memoization, frontend architecture, API integration, cache invalidation, optimistic updates

**Tooling & quality:** Webpack, Vite, Babel, Jest, React Testing Library, Git, GitHub, GitLab, Postman, browser DevTools, production debugging

**Product delivery:** Agile, Scrum, Jira, Figma, A/B testing, product analytics, cross-functional collaboration, code review

## PROFESSIONAL EXPERIENCE

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**VK — Frontend Developer | Mail.ru Cloud**

Jul 2023 – Present

**Consumer cloud storage product used by millions of users; focused on file-management flows, monetization, performance, frontend architecture, and internal marketing tools.**

- Improved rendering performance for large file collections by implementing virtualization for list and grid views and optimizing React rendering with memoization, memoized selectors, and batched state updates; eliminated visible scroll lag when working with thousands of files.
- Reduced initial JavaScript bundle size by ~25% by auditing Webpack chunks, identifying media-heavy product areas, moving complex UI modules into lazy-loaded chunks, and configuring splitChunks and dynamic imports.
- Owned frontend architecture for core file-management flows using React, TypeScript, and Redux Toolkit, including entity-based state, API operations, selectors, optimistic updates, cache invalidation, permission checks, and reusable data-loading patterns.
- Improved maintainability of file-related frontend modules by extracting reusable patterns for API interaction, loading states, empty states, error handling, permission logic, bulk operations, analytics events, and shared UI behavior.
- Reviewed frontend design decisions and pull requests, helped standardize patterns for API integration, loading states, permission checks, feature flags, error handling, and reusable UI logic across file-management modules.

- Shipped a family subscription management flow, including member and role management UI, invite mechanics, billing API integration, edge-case handling, analytics events, and staged rollout; family plans reached 12% of new subscription purchases.
- Built the UI layer for an embedded PDF editor on top of the existing PDF viewer, covering local change management, toolbar behavior, save and error states, API integration, user recovery scenarios, and integration with existing file actions.
- Designed and developed Stories and an admin panel for marketing campaigns, including drag-and-drop content blocks, previews, scheduling, feature flags, targeting controls, validation, publishing states, and rollback scenarios; reduced campaign launch time from 2 days to a few hours.
- Built paid-product flows, including a partner gallery integration for photographers and a custom-domain email address flow with asynchronous availability checks, debounce logic, billing integration, validation, and domain API integration; helped onboard 4,000+ paying users.
- Collaborated with product, design, backend, QA, and analytics teams to clarify requirements, align API contracts, instrument events, validate edge cases, and deliver features from discovery to production release.

**Avito — Frontend Developer | Travel / Short-Term Rentals & Hotels**

Feb 2021 – Jul 2023

**Marketplace booking product focused on hotel discovery, filtering, booking UX, offer comparison, and conversion-focused UI.**

- Developed frontend features for hotel discovery, offer comparison, pricing, reviews, recommendations, and booking funnels in a marketplace product with high traffic and complex search behavior.
- Designed and implemented a URL-synced hotel filtering system with persisted filter settings, restored search context, deep-link support, and consistent state between search results and hotel pages; reduced repeated searches by 14%.
- Implemented client-side offer filtering by bed type, number of guests, price, cancellation policy, and availability without additional backend requests; improved interaction speed and reduced average room selection time.
- Improved hotel page architecture by extracting reusable modules for galleries, pricing blocks, reviews, amenities, recommendation sections, loading states, analytics tracking, and responsive layouts.
- Redesigned the hotel gallery with a fullscreen lightbox, photo category navigation, nearby image preloading, keyboard navigation, responsive layouts, loading states, and fallbacks for incomplete media data; contributed to improved booking conversion.
- Built an interactive price dynamics widget with date-based price charts, in-chart range selection, hover states, selected-date synchronization, and booking form integration; contributed to higher booking completion in pricing-sensitive scenarios.
- Developed reviews, amenities, dynamic badges, special offers, similar hotels, and comparison modules with reusable rendering logic, responsive behavior, tracking events, loading states, empty states, and fallback scenarios.
- Participated in A/B-tested product improvements, frontend implementation planning, API contract alignment, analytics instrumentation, and post-release analysis of booking funnel changes with product, design, backend, QA, and analytics teams.

**EDUCATION**

**Bauman Moscow State Technical University** — BSc in Information Systems and Technologies, 2023  
Faculty of Computer Science and Control Systems

**LANGUAGES**

**English:** C1 – Advanced

**Spanish:** B1 – Intermediate