Rudi Aj

🌙 +385 97 792 9943 🛛 🗖 aj.rudi@gmail.com 🛅 linkedin.com/in/rudi-aj 🌐 rudiaj.dev 🛡 Rijeka, Croatia Senior Frontend Developer · 10 years of experience specializing in Next.js and React

Experience

PlayAI

Frontend Engineer · AI voice platform for TTS models backed by Y Combinator

- Implemented SEO strategies achieving top-3 Google rankings for keywords like "AI voice generator" and "text to speech", leading to 300% increase in organic traffic (50K to 300K monthly visitors)
- Enhanced site performance by 56% and upgraded project architecture from Next.js pages to app router
- Refactored project from static Next.js to customized Payload CMS architecture

BRIX Holdings

Frontend Engineer · Multi-brand franchising company

• Led implementation and rewrite of three franchising landing pages from WordPress to Next.js + Prismic

Dickey's Barbecue Pit

Frontend Engineer · World's largest barbecue franchise

- Contributed to multiple franchising projects owned by the company.
- Worked closely with designers during the planning phase of the OLO dashboard complete rewrite from the standalone React to a Next. is app. Initiated the frontend bootstrapping, taking the lead in selecting technologies and implementing best practices. Played a key role in the project rewrite, which successfully brought down hosting costs by 80%.

Accountable

Frontend Engineer · Series A FinTech startup

- Enhanced application for dual-market functionality with multilingual support
- Integrated a bank account connection feature, automating payment reconciliation and providing real-time insights on tax obligations, enabling users to make informed financial decisions.

TAIA

Frontend Engineer · Modern AI-assisted translation platform.

• Played a pivotal role in refactoring and advancing TAIA Translations Platform from MVP to version 1 within a dynamic six-month period.

Signature Networks

Fullstack Engineer · Digital agency

- Worked closely with AutoScout24 in-house team, transforming their monolith-based structure to a modern React Web App.
- Guided and mentored junior developers through coding best practices and project workflows.
- Contributed as a core developer on in-house product accounting app built using MERN stack.

Digital Cube

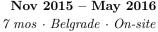
Frontend Engineer · Digital AgencyWorked as a contributor on a fitness tracking app powered by AngularJS.	$7 mos \cdot Belgrade \cdot On-site$
Upwork/Freelance	Jun 2016 – Mar 2017
Frontend Engineer	$9 mos \cdot Belgrade \cdot On$ -site
• Worked on a few smaller projects developing my AngularJS and Wordpress skills.	
OriginTrail	Nov $2015 - May 2016$

Frontend Engineer Intern · Verifiable Web for Decentralized #AI • Started Frontend Engineer internship.

Education

SAE Institute B.S.c. Web Development

Natural Science and Graphic School Rijeka Web Designer



Mar 2017 - Sep 2017

2014 - 2017

Jul 2020 - Nov 2021

 $1 \text{ ur } 5 \text{ mos} \cdot \text{Remote}$

Jan 2020 - Jun 2020

 $2 yr 3 mos \cdot Rijeka \cdot On-site$

6 mos · Remote

Apr 2024 – Jan 2025 10 mos· Remote

May 2023 – Apr 2024

Jan 2022 - May 2023

 $1 yr 5 mos \cdot Remote$

 $1 yr \cdot Remote$

Technical Skills

Strong: TypeScript, JavaScript, HTML, CSS/SCSS, Next.js, React, Redux, Node.js, Express, Tailwind CSS, MUI, Bootstrap, Framer Motion, Styled Components, MongoDB, Payload, Prismic, Strapi, Webpack, Jest, Git, REST Familiar: PHP, WordPress, jQuery, Figma, Adobe Illustrator, Adobe Photoshop, GraphQL

Languages

English (Fluent) \cdot Croatian (Native)

Interests

Music \cdot Guitar \cdot Weightlifting \cdot Jiu-Jitsu \cdot Logo Design \cdot Seinfeld