

# RUDI AJ

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Senior Frontend Developer · 10 years of experience specializing in Next.js and React

## Experience

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### PlayAI

Apr 2024 – Jan 2025

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

10 mos · Remote

- 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

May 2023 – Apr 2024

Frontend Engineer · Multi-brand franchising company

1 yr · Remote

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

### Dickey's Barbecue Pit

Jan 2022 – May 2023

Frontend Engineer · World's largest barbecue franchise

1 yr 5 mos · Remote

- 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.js 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

Jul 2020 – Nov 2021

Frontend Engineer · Series A FinTech startup

1 yr 5 mos · Remote

- 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

Jan 2020 – Jun 2020

Frontend Engineer · Modern AI-assisted translation platform.

6 mos · Remote

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

### Signature Networks

Nov 2017 – Jan 2020

Fullstack Engineer · Digital agency

2 yr 3 mos · Rijeka · On-site

- 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

Mar 2017 – Sep 2017

Frontend Engineer · Digital Agency

7 mos · Belgrade · On-site

- Worked as a contributor on a fitness tracking app powered by AngularJS.

### Upwork/Freelance

Jun 2016 – Mar 2017

Frontend Engineer

9 mos · Belgrade · 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

7 mos · Belgrade · On-site

- Started Frontend Engineer internship.

## Education

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### SAE Institute

2014 – 2017

B.S.c. Web Development

### Natural Science and Graphic School Rijeka

2008 – 2012

Web Designer

## Technical Skills

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**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

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English (Fluent) · Croatian (Native)

## Interests

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Music · Guitar · Weightlifting · Jiu-Jitsu · Logo Design · Seinfeld