Yonatan Ayalon

Senior Frontend Engineer | React, TypeScript, Architecture & Performance

📍 Rockville, MD

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Senior Frontend Engineer with 15+ years of experience building scalable, consumer-facing web applications. Expertise in **React, TypeScript, JavaScript (ES6+)**, HTML5, CSS3, **REST/GraphQL APIs**, frontend architecture, asynchronous state management, design systems, and performance optimization within high-traffic production environments. Proven track record of **architecting and owning end-to-end user-facing systems** in close partnership with Product, Design, and cross-functional engineering teams.

EXPERIENCE

Vimeo — Senior Software Engineer | Jul 2020 — Present

- Architected and owned a shared React (TypeScript) **micro-frontend architecture** adopted across multiple product teams, serving millions of users across web platforms (desktop, mobile web, tablet).
- Drove **~40% performance improvements** through profiling, bundle optimization, lazy loading, and Core Web Vitals tuning.
- Led A/B experimentation across high-traffic user journeys, improving **conversion rates by 20%** and increasing feature adoption.
- Built and scaled design systems and reusable component libraries; established organization-wide frontend architecture standards; implemented resilient **asynchronous UI workflows** and a company-wide **E2E testing infrastructure** (Selenium/WebDriver) integrated with **CI/CD**.
- Owned a critical shared micro-frontend (Video Settings) with full **production accountability** across monitoring, alerting, observability, and incident response, reducing regression risk and improving release stability.
- Integrated **AI-powered APIs**, REST services, and event-driven systems, ensuring deterministic state management and high-performance data visualization.

Credifi — Lead Front-End Developer | Jan 2019 — May 2020

- Led **frontend architecture** for a FinTech analytics platform, defining scalable patterns for **data-heavy workflows** and modernizing legacy codebases using modular state management.
- Architected a **map-based exploratory search UI** (Google/Bing APIs) for filtering large commercial real-estate datasets.
- Optimized dense data interfaces (large tables, map overlays) using server-side pagination, memoization, and debounced queries.

Herolo — Front-End Team Lead | Apr 2017 — Dec 2018

- Led and mentored frontend engineers delivering Angular applications end-to-end.
- Defined **frontend architecture standards** and scalable state management practices.
- Built high-performance **data visualization UIs** and led the migration to **Angular 2+** with TypeScript, introducing **TDD** to improve reliability.

Perion, Optimal+ — Senior Software Engineer | 2011 — 2017
Led frontend and full-stack development for high-scale consumer web products, driving experimentation, responsive UI architecture, and performance optimization.

Earlier roles (Convertonet, Walla!, Excelang) | 2006 — 2011
Frontend and full-stack development across media and consumer platforms.

CORE TECHNICAL EXPERTISE

Frontend: React, TypeScript, Next.js, JavaScript (ES6+), HTML5, CSS3

Frontend Architecture: Micro-frontends, design systems, shared UI platforms, event-driven UI, scalable state management

UI & Performance: Responsive and mobile-first design, performance optimization (Core Web Vitals), accessibility (WCAG)

APIs & Data: REST, GraphQL, third-party integrations, Node.js, data-driven and data-heavy UIs

Quality & Delivery: Unit, Integration, and E2E testing (Selenium/WebDriver), CI/CD pipelines, frontend observability, production reliability

LEADERSHIP & COLLABORATION

Product-oriented frontend engineer with strong system-level thinking and user-experience focus. Influences technical direction through architecture, standards, and hands-on execution. Trusted mentor and cross-functional partner driving initiatives from design through production.

LANGUAGES

English (Fluent), Hebrew (Native)