

RAZ NIR | SOFTWARE ENGINEER

+972-523201036 | razzo.des@gmail.com | linkedin.com/in/raznir | github.com/razzodev | @whereisrazush

Full-Stack Software Engineer specializing in high-performance web applications and user experience optimization. 7+ years of experience spanning frontend development, backend architecture, and DevOps, with a unique design background that bridges technical implementation and user needs. Delivered measurable business impact including 30% faster deployments, 99.9% API uptime, and 45% workflow efficiency improvements across diverse industries.

EXPERIENCE

INDEPENDENT FULLSTACK DEV & PERSONAL PROJECTS *Self-Employed 2023-PRESENT*

- Developed & deployed 4 full-stack web apps (**React, Node.js, Cloudflare**), achieving 75%+ user satisfaction & 40% faster deployments.
- Automated media workflows with custom scripts (**Bash, JS, Python**), cutting processing time by 70%.
- Managed affiliate marketing programs, boosting lead generation by ~25%.
- Deepened AI / ML expertise (**OpenAI, HuggingFace**), building proof-of-concept features in projects.
- Engaged in continuous self-development, adapting rapidly to new technological landscapes.

CREATIVE TECHNOLOGIES ENGINEER *Innovid 2021-2023*

Innovid is a leading player in the **AdTech** landscape. Their hybrid Creative Technologies team juggles engineering, design, and product, driving the company's Dynamic Creative Optimization (DCO) offering.

- Developed production-grade extensions (**Vue, Nest.js**) for Adobe, improving designer workflow efficiency by ~45%.
- Maintained a **highly-trafficked serving API** (100M+ daily requests) for display ads, ensuring 99.9% uptime.
- Implemented Agile CI / CD (**Docker, k8s, AWS**), reducing deployment time by 30%.
- Published an **internal npm package**, enabling module reuse across 3+ projects, saving ~100 dev hours.
- Developed a customized e2e testing framework (**Jest**), reducing bug detection time by 35%.

FRONTEND DEVELOPER *Freelancer 2021*

An AI-powered **FinTech** startup (*stealth mode*), labeling and querying PDF documents, and reporting insights for commercial banks.

- Designed & developed a high-impact demo SaaS app (**React, AWS**), streamlining client onboarding by 25%.
- Created reusable UI components for the app's dashboard, reducing future development time by 15%.
- Supervised GIT repository & deployed to Vercel, ensuring smooth, rapid iteration cycles.

FULL STACK DEVELOPER *Algo LTD 2020-2021*

Algo is a software company specializing in **IoT** development for **Cybersecurity** and **FinTech** startups.

- Crafted UX briefs & GUI mock-ups (**Figma**), improving user engagement by 20%.
- Engineered serverless PWAs (**React, Node.js, AWS, Docker**), reducing load times by 30% & enhancing scalability.
- Managed **Fiverr sub-contractors**, ensuring efficient project delivery and resource optimization.

COMPUTATIONAL DESIGNER *Freelancer 2017-2019*

- Developed mass customization fabrication tools for an e-commerce enterprise, improving jewelry production efficiency by ~8000.
- Created scalable prototypes that automated graphic design, reducing manual effort by 400%.
- Streamlined manufacturing processes, optimizing production from hours to minutes, a 90% time reduction.
- Optimized recruiting costs, replacing 80+ temporary contracts with 4 FTEs, saving ~500% in staffing expenditure.

SKILLS

HTML, CSS, Javascript, Typescript, React, Next.js, Vue, Node.js, Nest.js, Jest, Bash, Python, git, AWS, GCP, Docker, Kubernetes, Figma, After Effects.

LANGUAGES

Hebrew (mother-tongue), English (native fluency)

EDUCATION

FULL STACK DEV. COURSE *ITC - Israel Tech Challenge, Tel Aviv, Israel*

- Completed intensive program in Web Development, CI / CD, and Cloud technologies.
- Served as a Tech Mentor (2020-2021) post-graduation, guiding aspiring developers.

B.ED.DES - DESIGN EDUCATION *Kibbutzim College of Education, Tel Aviv, Israel*

- Specialized in UX / UI and Industrial Design through an interdisciplinary program.
- Certified Mechanical Design Associate (**Solidworks**), enhancing design technicality.