

Oleksii Turovskyi

Full-stack Developer

(WordPress, Next.js, Node.js, Fastify)

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Summary

Full-stack developer specializing in WordPress and Next.js. In practice, I blend development with marketing insights to create products that effectively solve business challenges. I have experience with rapid MVPs for startups, as well as maintaining and scaling high-load systems. I dive into projects at every stage: from idea discussions to long-term support

Key Competencies:

- **Headless Architecture:** In-depth expertise in WordPress/WooCommerce and Next.js, including customization, custom Gutenberg block development, and integration via GraphQL API.
- **Marketing & Analytics Integrations:** Experience integrating key tools (Google Analytics 4, GTM, BigQuery, Google Retail, Klaviyo, HubSpot, Marketo) and payment systems (Dinter, Nets, Klarna).
- **Automation & DevOps:** Automation of data analysis using Telegram bots and orchestration of DevOps processes (Docker, CI/CD, Google Cloud, Serverless).
- **Modern Stack:** Proficient with modern technologies including Fastify, Nodejs, React, Typescript, VanillaJS, NextJS 15+, AI SDK, Zustand, Tailwind CSS 4+, shadcn registry, google appscripts.

Work Experience

Full Stack Developer One-V, Israel (Project-based)

June 2025 - September 2025

Made a significant contribution to a key phase of the project's technical transformation, working on the migration of a large-scale SPA platform to a modern Headless stack. My responsibilities covered the full development cycle, from architectural design to final implementation.

- **Architecture & Backend:** Participated in designing the Headless architecture. Developed a flexible content system in WordPress using custom fields (ACF) and Gutenberg blocks. Built and optimized a GraphQL API for efficient and secure data transfer.
- **Universal Filtering System:** Designed and implemented a universal filtering functionality used throughout the project in various contexts and with different data structures. The system fulfilled business needs for tracking marketing-critical metrics by implementing logic for transmitting states, sequences, and user interactions.
- **Frontend Optimization & Marketing Integrations:** Developed an effective mechanism for rendering marketing-related JavaScript code (GTM, Marketo) on the frontend, which

improved the speed and reliability of their execution.

- **Refactoring & Performance:** Identified a critical performance issue-the use of dynamically generated keys in React components during list rendering. Initiated and conducted a large-scale refactoring to eliminate this anti-pattern across the entire codebase.

Key Achievements:

- Improved Core Web Vitals scores by an average of 30-40%.
- Reduced time for new feature development by ~25% due to the modular architecture.
- Increased the speed of new content publishing by ~3x thanks to flexible Gutenberg blocks.

Technologies: PHP 8.x, JavaScript (ES6+), Next.js 15, React, WordPress, GraphQL, WPGraphQL, ACF, Gutenberg, Node.js, Fastify, WordpressVIP, Vercel, SEO, Core Web Vitals, JSON-LD, Schema.org.

Full Stack Developer SaaS CRM Platform (Name confidential under NDA) *February 2025 - May 2025*

Led a comprehensive refactoring and modernization of the codebase for the blog section of a high-performance SaaS platform. Eliminated accumulated technical debt by transitioning the project from a legacy procedural implementation to a modern object-oriented architecture.

- **Code Refactoring:** Rewrote the monolithic codebase, introducing an OOP approach in PHP 8.3, which enhanced code readability and maintainability.
- **Modern Development Stack:** Implemented Vite for frontend builds, significantly speeding up the development process (HMR, tree-shaking). Replaced outdated jQuery code with native JavaScript.
- **SEO & Optimization:** Developed a robust mechanism for generating structured data (JSON-LD), particularly for videos (VideoObject schema), and optimized media content loading (lazy loading, responsive images).

Key Achievements:

- Reduced codebase complexity by ~60%, simplifying future development.
- Eliminated 100% of structured data validation errors in Google Search Console.
- Accelerated the frontend build process by ~5x by switching to Vite.

Technologies: PHP 8.3, OOP, JavaScript (Vanilla JS), WordPress, Vite.js, SEO, Nodejs, Fastify, JSON-LD, Schema.org, Core Web Vitals, Performance Optimization.

Full Stack Developer (WordPress, Next.js) Oriented Soft, Norway *January 2022 - December 2024*

- **Marketing Tools Integration:** Google Analytics 4 (with BigQuery synchronization), GTM (client-side and server-side tagging), Google Retail, Google Merchant Center, Airtable, Klaviyo, HubSpot.
- **Online Payment Implementation:** Dintero, Nets, Klarna, including error handling and business-critical functions.
- **Plugin Development:** Developed plugins for automatic integration with third-party services, including programmatic generation of WooCommerce API keys.
- **Data Automation:** Automated the analysis of business-critical data and report generation

using the Telegram Bot API.

Technologies: JavaScript, ES6, Node.js, Fastify, Next.js, REST API, Tailwind CSS, Docker, MySQL, Zustand, Web Workers, WordPress, WooCommerce, Service Workers, CI/CD, Google Cloud, Serverless, React.

Software Developer XNET

March 2019 - March 2021

- Developed WordPress websites from scratch, creating custom themes and plugins.
- Configured server environments (LAMP) and integrated modern technologies (Nuxt.js, React.js, Vue.js, Gatsby.js).
- Implemented projects using the MERN stack.
- Created intuitive content management tools within WordPress.

Technologies: WordPress, Laravel Mix, PHP, JavaScript, Nodejs, MySQL, MongoDB, Google Cloud, Nuxt.js, React.js, Vue.js, Tailwind CSS, Gatsby.js.

Education

Military Institute of Taras Shevchenko National University of Kyiv

Military Finance 2000 - 2005

Languages

- **Ukrainian:** Native
- **English:** Intermediate
- **Russian:** Fluent

About Me

I strive not just to write code, but to create products that deliver real value. My goal is to use technologies like JavaScript and PHP as intelligently and efficiently as possible. I am passionate about web development innovations and actively explore new horizons, such as Rust and Python.

A distinct focus of my professional development is artificial intelligence. I am actively learning how to integrate AI capabilities into real-world projects, studying the architecture of LLM models and related technologies, particularly vector databases. I am deeply interested in the subtleties of passing context to AI agents, as I see this as the key to creating truly intelligent and autonomous systems. This interest allows me to go beyond traditional development and propose solutions that are ahead of market trends.

At the same time, I am convinced that soft skills-integrity, empathy, and openness-are the foundation of successful collaboration. I believe that a specialist's true value is defined not only by their productivity but also by their human qualities, which make them a unique and indispensable member of the team.