

Asan Iusipov

Senior Software Engineer / Team Lead

15 years of frontend mastery, 10 years of React expertise, and a passion for building exceptional web experiences.



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Work Experience

Frontend Teamlead

11/2023 - Present

Prisma Labs, Inc.

1 year

- Led a small team to launch a new web2web traffic acquisition channel <https://lensa.app/>
- Integrate payment provider
- Seamlessly migrated to Paddle payment system after sudden closure of the first payment provider
- Optimized Core Web Vitals performance metrics to 'Good' across all indicators for real users despite numerous business-required trackers
- Cloudflare, Astro, Solid.js → React, Tanstack/query, Tailwind

Full Stack Engineer

07/2022 - 11/2023

Prisma Labs, Inc.

1 year 4 months

- Responsible for all company admin panels
- Optimized tech stack to ensure admin functionality was ready ahead of public releases
- Implemented face and gender recognition for uploaded photos
- Seen couple of crazy cloudflare bugs - happy to share these stories during the interview
- One project with: Cloudflare, Go, Hasura, GraphQL
- Another with: k8s, Next.js(15/app dir/rsc), shadcn/ui

Senior Software Engineer

02/2015 - 07/2022

Qivi

7 years 5 months

- Developed payment form configuration service from prototype to production system used by all QIWI wallet client applications (web, mobile, terminals)
- Built SPA form editor and actively participated in designing and extending APIs for client applications

- Participated in designing REST API for payment service and developing company-wide API design concepts
- Created HR department application for collecting candidate employment information - developed backend architecture and partial frontend, mentored junior developer for remaining frontend work
- Worked as backend developer on payment processing system
- Led a small team developing developer services (similar to backstage.io) and HR tools (employee grade reassessment service)
- Explored and implemented new technologies (Hasura, GraphQL, Apollo, microfrontends)
- Advocated for and promoted solutions to improve developer experience across the company

Senior Frontend Developer

08/2013 - 03/2014

cutwise.com

7 months

- Build diamond marketplace
- Enhance player used to visualize interactive clips taken by company proprietary hardware

Senior Frontend Developer

10/2012 - 05/2013

Alytics

7 months

- Build frontend for content ads analytics engine from the ground up
- Burn out a little bit at the end

Frontend Developer

04/2011 - 06/2012

Undev

1 year 2 months

- Learned how to build projects from scratch
- Made a highload site with 100k points on a map, each point mapped to video translation, completed in two months
- Discovered and developed a passion for functional programming

Frontend Developer

06/2010 - 12/2010

Metabar.ru

7 months

- Developed browser extension that was later acquired by Yandex
- Product evolved and continues to operate as sovetnik.yandex.ru

Frontend Developer

06/2009 - 04/2010

Nigma.ru

11 months

- Worked on meta search system focused on students and high schoolers

- System aggregated results from various search engines and provided unique features like step-by-step equation solver
- Implemented complete redesign of search and search results pages
- Created framework for asynchronous script loading, significantly improving page load times

Education

National Research University of Electronic Technology (MIET)

01/2005 - 12/2010

Master's Degree