

Vladyslav Semonov

Lead Software Engineer · AI-assisted Development

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Lead Software Engineer with a product mindset, building web products since 2018. My team ships faster with AI-assisted development, and its people grow through clear ownership zones and deliberate knowledge sharing.

RESULTS

70% of team tasks ship without manual QA	**5→2** **days** to launch a pricing A/B test	**−85%** average merge request size after FSD	**0→100%** on company AI-Ready criteria	**2** **engineers** grown from Middle to Senior	**+17%** sales conversion on a US checkout

Experience

OBRIO

Consumer app with paid real-time chats and voice calls with experts. React web app, desktop and mobile builds, two brands.

11/2024 — present

Lead Frontend Engineer `current` `promoted`

11/2025 — present · Frontend Chat team, 3 engineers

- Lead the team behind paid chats and calls, the product's main revenue surface. Every initiative ships with an A/B test or a tracked metric.
- Grew two engineers from Middle to Senior through delegated ownership and knowledge sharing.
- Led AI adoption by example: automated my own routine first, then turned what worked into team tools. 70% of tasks now ship without manual QA.
- Took the repository from 0 to 100% AI-Ready and built an AI code review lab that posts only confirmed findings.

Senior Frontend Engineer

11/2024 — 10/2025

- Shipped monetization on a per-minute credit model with Solidgate and PayPal, pre-authorisation and payment holds; cut pricing test launch from 5 days to 2.
- Owned the migration to Feature-Sliced Design without a feature freeze: −80–85% duplicated code and merge request size.
- Shipped web voice calls through four major versions on Twilio, plus call transcription and real-time chat over WebSockets.
- Built full-stack TypeScript services with LLM features on Next.js, Node.js and PostgreSQL.

Career break

Sabbatical

04/2023 — 10/2024

Toured 20+ countries with charity concerts as a backing vocalist for Artem Pyvovarov. Also built a full-stack e-commerce SPA for a freelance client: React, Express, MongoDB, Stripe.

Limestone Digital

Agency building e-commerce, B2B and CRM web apps for US clients

04/2018 — 03/2023

Senior Frontend Developer

- Raised sales conversion by 17% and page speed by 20% on a US car-insurance site.
- Built reusable UI for a large B2B product with a 13-developer team over three years.
- Delivered five e-commerce and B2B projects in one year, two from scratch, across React, Vue and Angular.js.
- Set architecture and conventions, mentored developers, joined client estimation calls as technical expert.

Key cases

AI QA verifier in a real browser
OBRIO · Frontend Chat team

70% without manual QA

CHALLENGE	WHAT I DID	RESULT
Every ticket needed a manual QA pass before it could ship.	Built a verifier that tests each ticket in a real browser through Playwright and Chrome DevTools, from the ticket's own acceptance criteria.	70% of the team's tasks now ship without manual QA, with no drop in quality.

Repository made ready for AI agents
OBRIO · Frontend

0 → 100% AI-Ready

CHALLENGE	WHAT I DID	RESULT
Legacy code that no longer mattered kept misleading AI agents.	Removed and refactored that code, then built a documentation system agents can rely on: ADRs, feature specs, module docs and local skills for alerts, reviews, commits, pull requests and task creation.	The repository went from 0 to 100% on the company's AI-Ready criteria. The same approach now runs the product side: a deterministic task template and an idea-to-ticket flow for product managers.

AI code review that checks its own findings
OBRIO · Internal tooling

Only confirmed findings posted

CHALLENGE	WHAT I DID	RESULT
Make AI review comments reliable enough to post on real merge requests.	Split each change into focused parts and routed every file to agents that match its context: correctness, React, architecture, conventions. A second model tries to refute each finding; duplicates of existing comments are dropped.	Only confirmed findings reach the merge request, and the AI never gets write access to the repository. A catalog of review packs and per-file analytics run on a Supabase backend I built.

Pricing A/B tests in 2 days instead of 5
OBRIO · Monetization

5 → 2 days

CHALLENGE	WHAT I DID	RESULT
Own the quarterly OKR key result on experiment speed for pricing tests.	Made payment screens config-driven in GrowthBook on top of the per-minute credit model: offer types, special offers, Solidgate and PayPal, card pre-authorisation and payment holds.	Frontend time-to-launch of pricing A/B tests dropped from 5 days to 2.

Legacy codebase to Feature-Sliced Design, no feature freeze
OBRIO · Platform

–80–85% MR size

CHALLENGE	WHAT I DID	RESULT
A large React + Redux-Saga codebase with heavy duplication, shared by two brands.	Owned the migration to Feature-Sliced Design while features kept shipping; helped build and integrate the in-house design system and a three-theme redesign; led the frontend launch of the second brand.	Duplicated code and the average merge request size fell by 80–85%.

Two engineers grown from Middle to Senior
OBRIO · Frontend Chat team

2 promotions

CHALLENGE	WHAT I DID	RESULT
Grow the team without making the lead a bottleneck or a bus factor.	Delegated whole ownership areas, ran regular internal knowledge sharing and removed bus factors across the stream. Moved the team toward product engineering: we test hypotheses, cut weak ideas and propose simpler versions before development starts.	Two engineers promoted from Middle to Senior.

Skills

Frontend	TypeScript · React · Redux Toolkit · Redux-Saga · Next.js · Vite · Feature-Sliced Design · design systems · Storybook · i18n and RTL · Vue
Backend & data	Node.js · Express · REST · WebSockets · PostgreSQL · MongoDB
Product	Payments (Solidgate, PayPal, Google Pay, Stripe) · GrowthBook A/B testing · Amplitude · Twilio Voice
AI	Claude Code (agents, skills, hooks, MCP) · multi-agent workflows · LLM evals · tool calling · AI code review
Quality & infra	Vitest · Playwright · Jest · Sentry · OpenTelemetry · Grafana · GitLab CI · GitHub Actions · Docker

Education & languages

GoIT, Frontend Developer program 2017–2018

Kyiv Polytechnic Institute 2014–2016

Ukrainian (native), English (Upper-Intermediate, B2)