

OLEG PROSKURIN

Senior Full-Stack Engineer & Tech Lead

Remote · GMT+7 (EMEA full overlap, US East AM) · Deel contractor, W-8BEN
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SUMMARY

Senior Full-Stack Engineer and Tech Lead with 9+ years of production experience across Frontend, Backend, Serverless, Node.js, and Headless CMS / eCommerce platforms, including 5+ years leading remote projects for US, UK, EU, and AU clients. Built and operated at consumer scale on the Sanity-based Tipico US backend (75M+ requests/month, 122 CMS users). Currently Tech Lead on PrimeUI (primeui.com, launched Feb 2026), an AI-native platform built around multi-model orchestration, embeddings-based component matching, and a code-export pipeline shipping customer-owned Next.js projects.

SKILLS

Web & Full-Stack: TypeScript, Node.js, React, Next.js (App Router, SSR/SSG/ISR). TanStack Start/Router, Vite, Tailwind, shadcn-style design systems. Web performance and accessibility: Core Web Vitals, Lighthouse, WCAG

AI Engineering: LLM orchestration and guardrails: multi-model routing, context engineering, prompt caching, schema validation, retry recovery. Embeddings-based retrieval and matching. MCP: custom server development; cross-host agent integration

Data & Infrastructure: PostgreSQL, Drizzle ORM, Docker. GraphQL, WebSockets, REST APIs. Vercel, Cloudflare, Serverless & Edge functions

Headless CMS & eCommerce: Sanity, Storyblok, Contentful, Payload, Hygraph, DatoCMS. Shopify, Shopify Hydrogen, Crystallize, Stripe. Content modeling, multi-environment publishing, large-scale migrations

EXPERIENCE

PixelPoint Ltd.

France · Remote

Tech Lead & Senior Full-Stack Engineer, PrimeUI

Feb 2025 – Present

PrimeUI (primeui.com, launched Feb 2026) is an AI-native platform for generating production-ready websites, spanning Studio web app, public API, MCP server, CLI, and code-export pipeline. Sole full-time engineer on the project, owning roughly 70% of platform architecture across all surfaces.

- Owned ~70% of platform architecture end-to-end across Studio web app (TanStack Start, React, TypeScript), Node.js server runtime, public API, MCP server, CLI, code-export pipeline, and component registry.
- Architected the AI generation and matching layer:** multi-model orchestration via Mastra + Vercel AI SDK (10 agents, 17 workflows) with per-task routing across Claude, GPT, and Gemini; embeddings-based component retrieval over 1,555 chunks (OpenAI `text-embedding-3-small`) with three-tier fallback from exact key to family bucket to semantic search; prompt caching reaching 73% Gemini context-cache hit rate.
- Built and published the `@primeui.com/mcp` server on NPM, exposing 25 tools that let any external codebase connect to PrimeUI from inside AI coding environments. Tested and tuned across 6 major coding agents including Claude Code, Cursor, and Codex.
- Designed and shipped the code-export pipeline and CLI. Generates a production-ready Next.js project repo in ~45 seconds, with end-to-end from UI Export to a running local project in ~1.5 minutes. The generated codebase is customer-owned, shipped as a standard Next.js project, pre-configured for 8 selectable AI coding agents.
- Drove the team's AI-augmented development practice from project start. Introduced Claude Code on day one, authored team conventions, led the transition to Codex ahead of public release. Open-sourced [codex-bee](#) and [epic-loop](#) as tooling spinoffs.
- Cut client-wireframe turnaround at PixelPoint from a week of Figma prototyping to a few hours by deploying responsive prototypes with production-level performance and dynamic interactions instead of static mockups.

FocusReactive

London · Remote

Tech Lead & Senior Software Engineer

May 2019 – Feb 2025 (5 yrs 10 mos)

International web consultancy for clients in the US, UK, Europe, and Australia.

- Architected the Tipico US backend on Sanity Headless CMS** with 5 publishing environments, 3 datasets, and white-label architecture for core and state teams. Scale: 122 CMS users, 98 document types, 165K+ stored documents.

- **Led technical hiring and team development:** designed an assessment mirroring real working conditions, ran 30+ interviews leading to 8 hires, mentored new engineers. Drove team adoption of Claude.ai for research, content, and codebase analysis from 2024 onwards.
- Led migration of 15+ client projects to Headless CMS and commerce platforms (Sanity, Storyblok, Contentful, Payload, Crystallize, Shopify, Hydrogen), restructuring content models and cutting update cycles from weeks to days. Used Claude.ai for inherited-codebase analysis ahead of migration design.
- Built a Claude-based content automation pipeline: JSON translation flow for 190 country-specific Storyblok pages, integrated into publishing and saving ~1 month of manual work.
- Designed and built CMS-KIT, an open-source Headless CMS starter and component library used across 15+ client projects, cutting kickoff from days to hours and accelerating development by ~30%.

GitNation

Remote

Built publishing flow via Slack API and a reusable web framework for conference websites; migrated GitNation conferences to Headless CMS.

Senior Software Engineer (Part-time, concurrent)

May 2019 – Feb 2025

Osome

Singapore

Built fuzzy-logic search system and advanced UI animations for the corporate-services platform.

Frontend Developer

Jun 2018 – May 2019

Skipp

Moscow

B2B marketplace for Skolkovo Innovation Center (100+ companies); GraphQL subscriptions for real-time chat.

JavaScript Engineer

Nov 2017 – Jun 2018

PORTFOLIO

[PrimeUI](#), [MarketFinance](#), [Tipico-Platform](#), [IWM membership](#), [NotSoApp](#), [CasinoReviews](#), [VegasSlotsOnLine](#), [Caleffy](#), [Hadhat](#), [Porchlight](#), [Gitnation](#), [FocusReactive blog](#), [Skolkovo R&D Market](#), [Reverse Health](#), [Firsty](#)

OPEN SOURCE & WRITING

- Storybook: contributor and steering team member during the 2016–2017 community revival; addon maintainer (storybook-addon-console, 7M+ NPM downloads; storybook-addon-material-ui, 18K weekly).
- AI developer tooling: [codex-bee](#), a wrapper for long-running Codex sessions; [epic-loop](#), a Codex skill solving context degradation in long autonomous coding sessions via techlead/engineer role separation and durable epic state.
- Technical writing: articles on frontend, Headless CMS, and developer tooling at [FocusReactive blog](#) and [Dev.to](#).

EDUCATION

Master in Engineering, Faculty of Electronic Engineering, Moscow Power Engineering University ([MPEI](#)), Russia

LANGUAGES

English C1 · Russian native