

Ruslan Novikov

Technical Lead | Ex-Founder | Startup Builder

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Location: Ukraine, Odessa (open to remote/relocation)

Profile

Technical Lead with 19+ years building and scaling web products. Ex-founder who grew agency to 15+ people and \$2M+ in delivered projects. Strong focus on performance optimization, clean architecture, and business impact. Seeking Tech Lead role in early-stage startup where I can architect systems, lead teams, and contribute to product strategy.

- **19+ years** programming experience, **11+ years** consulting for international clients
- Track record of optimizing high-load systems and reducing operational costs
- English: Intermediate (B1+) - comfortable in technical communication, actively improving

Technical Skills

Backend:	PHP (Laravel 8-11, Symfony, Yii2), Node.js, RESTful APIs, GraphQL
Frontend:	React.js, Next.js 13-14 (App Router, SSR, RSC), TypeScript, Vue.js
Cloud & DevOps:	AWS (EC2, ECS Fargate, Lambda, RDS Multi-AZ, S3, CloudFront, ElastiCache, SQS, CloudFormation, Auto Scaling), Docker, CI/CD (GitHub Actions), Infrastructure as Code
Databases:	MySQL (optimization, indexing), PostgreSQL, MongoDB, Redis, Elasticsearch
Other:	OpenAI API integration & prompt engineering, Payment integrations (Stripe, PayPal, Adyen), Technical SEO, Web Scraping, FFmpeg, Agile/Scrum

Work Experience

HyperCharge (XPower, Belgium) | Technical Lead

June 2021 – Present

- Architected React/Next.js platform for **25 Volvo dealerships** with **150K+ monthly users**, processing **€2M+ GMV**
- Built AWS infrastructure (ECS Fargate, RDS, CloudFront) with **99.9% uptime**, reduced costs **30%**
- Reduced page load time **65%** (4.2s→1.5s) through Next.js SSR and CDN optimization
- Led CI/CD pipeline (GitHub Actions→AWS ECS), deployment time from 45min→8min
- Technical SEO: **120% organic traffic growth**, Core Web Vitals 95+

Stack: React, Next.js, TypeScript, Laravel, AWS, Docker, Elasticsearch, Redis

Technical Consultant & Lead Developer

2014 – 2021

E-commerce Platform | 2020

- Headless commerce with 50K+ SKUs, multi-currency, Adyen payment gateway, 99.97% uptime during Black Friday (10K+ concurrent)

Stack: Laravel, Vue.js, Redis, Elasticsearch, AWS

SaaS Platform - Pogonyalo.com | 2017-2019

- Automated domain/hosting for 200+ agencies, 300+ production sites, 99.9% uptime

Stack: Laravel, Vue.js, Redis, Stripe, Linux/Nginx

Novikov Internet Company | Founder & CTO

2006 – 2014

- Founded and scaled web development agency to **15+ employees**, delivered **\$2M+** in client projects over 8 years with focus on e-commerce and business automation solutions

Notable Projects & Startups

Booktivity.io | Multi-tenant Booking Platform | 2024-2025

- Multi-tenant SaaS serving 20+ venues with Elasticsearch (50K+ bookings), handling 1K+ concurrent users on AWS

Stack: Laravel, React, Elasticsearch, AWS, PostgreSQL

Arber.ua | E-commerce Platform | 2025

- E-commerce with 1C bidirectional API, processing \$500K+ monthly, 10K+ SKUs with real-time sync

Stack: Laravel, Next.js, PostgreSQL, Redis

Subglish.com | Founder & Lead Developer | 2023-Present

- English learning platform with FFmpeg video processing, spaced repetition algorithm | **Live:** subglish.com

Stack: React, Laravel, FFmpeg, AWS, Docker

AI Numerology SaaS | 2024

- GPT-4 powered (1,000+ reports/month), 60% API cost optimization, multi-language PDF generation

Stack: Laravel, React, OpenAI API, Stripe

Education

Master's Degree in Computer Science

National Technical University of Ukraine (KPI)

1999 – 2005

Additional Expertise

AI-Powered Development: Daily use of GitHub Copilot and Claude Code. 19 years of cross-domain expertise (backend, frontend, DevOps, security, SEO) enables context-rich prompts generating production-ready code. 30-40% productivity boost, functioning as complete development team for startups.

Remote Infrastructure: 99.9% uptime since 2021. Backup power, Starlink satellite, flexible across all timezones.

Why I'm a Great Fit for Startups

Ex-founder who understands startup reality: limited resources, fast decisions, wearing multiple hats. I've built teams, shipped products under pressure, and know the difference between 'perfect' and 'done.' Looking for Tech Lead role where I can own technical direction, mentor developers, and help scale from early stage to growth.

References: Available upon request