

Aleksandar Timić

Senior Frontend Engineer — Architecture & Technical Leadership

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PROFILE

Senior Frontend Engineer with fifteen years of professional experience building software people rely on — cloud engineering simulation, crypto lending, commerce, and AI-search analytics. Has led and mentored engineers across multiple projects, and independently designed, built and shipped a full-stack SaaS product. Recent focus on practical AI engineering: product features on language models, retrieval-augmented generation, and agentic development workflows.

EXPERIENCE

Senior Frontend Developer · Semrush, an Adobe company

2025 – Present · Belgrade

- Engineer AI-search analytics that turn prompt-level company and competitor mentions into visibility-gap analysis and actionable brand intelligence.
- Shape production frontend with React, TypeScript, Astro, MobX, SCSS Modules, Intergalactic components, react-i18next, Crowdin and Valibot.
- Design agentic development workflows with OpenAI Codex and Claude Code — custom skills, MCP integrations, context-aware tooling and reusable automation, covered by Jest and Playwright.

Software Engineer, Senior Frontend · Symphony.is

2022 – 2025 · Belgrade

- Led and mentored three engineers across two projects — onboarding, pairing, code review, technical guidance and career development.
- Engineered customer-facing solutions for Humane across Next.js, React, TypeScript, Shopify, Hydrogen, Liquid, GraphQL/gRPC and Vercel.
- Solved interaction-heavy frontend problems with Three.js, TanStack Query, React Hook Form, React Virtual, React Spring, Radix UI and Panda CSS.
- Established reusable, testable UI patterns with Storybook, Jest, React Testing Library, Yup and Zod, improving consistency across releases.
- Built software for the Swedish wood industry with React, TypeScript, TanStack Query, Material UI and Sass, including service worker and charting functionality, with containerized delivery through Docker and Azure DevOps.

Senior Frontend Developer · Celsius

2021 – 2022 · Belgrade

- Built core experiences for the Celsius lending and borrowing application with React, TypeScript, TanStack Query, Node.js, Material UI, Emotion and styled-components.
- Strengthened UI quality through reusable Storybook components, Jest, React Testing Library, close Figma collaboration and disciplined delivery.
- Advanced scalable frontend delivery and controlled experimentation with LaunchDarkly, Optimizely, Docker, Lerna and jscodeshift.

Senior Frontend Developer · SimScale GmbH

2015 – 2021 · Munich

- Helped evolve the frontend of SimScale's cloud computer-aided engineering platform across six years, using React, Backbone.js, JavaScript and Sass, including sustained migration away from legacy technologies.
- Applied full-stack delivery across PHP, MySQL, Docker, Vagrant, Jenkins, Git, Bash, Grunt and Gulp to ship and sustain a complex global engineering product.

Senior Frontend Developer · Deploy Inc.

2014 – 2015 · Belgrade

- Built an advertising platform and HTML5 games with JavaScript, jQuery, Phaser, Sass, Handlebars, Grunt and Jenkins.
- Integrated Amazon CloudFront, Google Analytics and Google DFP into production advertising workflows.

Frontend Developer · Qode Interactive

2012 – 2014 · Belgrade

- Built the frontend for Serbia's National Lottery and a related charity campaign, including two reusable JavaScript parallax engines, with HTML5, CSS3, Sass, jQuery and Git.

WordPress Developer · WhiteCitySoft

2010 – 2012 · Belgrade

- Developed custom WordPress themes and plugins for international clients including Reebok and Mercy Drink, using PHP, MySQL, JavaScript, jQuery, HTML and CSS preprocessors.

Independent practice · Altimcode

2007 – Present · Serbia

- Operate an independent web development practice focused on websites, WordPress themes and plugins, with more than 150 projects delivered, including work for LG and BlackBerry.
- Led frontend performance and quality optimization across production websites, reaching 100/100 Google Lighthouse scores in Performance, Accessibility, Best Practices and SEO.

SELECTED WORK

gottaSay.app

Independent · SaaS product

An AI-powered feedback platform, architected and shipped alone — where the hard part was making anonymity trustworthy on both sides at once.

Next.js App Router · TypeScript · Server Actions · Neon PostgreSQL · Prisma · NextAuth · Vercel AI SDK · Paddle · Mantine · Playwright

SimScale

2015 – 2021 · Cloud computer-aided engineering

Six years on a cloud engineering simulation platform, migrating a live product off its legacy frontend without ever stopping delivery.

React · Backbone.js · JavaScript · Sass · PHP · MySQL · Docker · Vagrant · Jenkins

Semrush AI-Search Analytics

2025 – present · Search and brand intelligence

Making brand visibility measurable now that language models answer the question instead of returning ten links — and rebuilding how the work itself gets done.

React · TypeScript · Astro · MobX · SCSS Modules · Intergalactic · Valibot · Playwright

TECHNICAL SKILLS

REACT ECOSYSTEM	React, TypeScript, JavaScript, Vanilla JavaScript, Next.js, Astro.js, Remix, TanStack Query, TanStack Router, TanStack Table, React Router, React Hook Form, React Virtual, Formik, Zod, Yup, Valibot, Service workers
AI ENGINEERING & AUTOMATION	Vercel AI SDK, Codex, Claude Code, Cursor, Custom skills and plugins, MCP servers, Retrieval-Augmented Generation, Agentic workflows, Embeddings, Ollama, n8n

LEADERSHIP & ARCHITECTURE	Team leadership, Developer mentoring, Onboarding, Pairing, Code reviews, Career development, Application architecture, Frontend performance
BACKEND & DATABASES	Node.js, PHP, Python, PostgreSQL, pgvector, Neon, MySQL, SQLite, Prisma ORM, GraphQL, GROQ, gRPC, WebSockets, Socket.IO, NATS.io, NextAuth, OAuth 2.0, JWT, Paddle, Resend
CSS	HTML5, CSS3, Sass, Less, Panda CSS, styled-components, Emotion, CSS Modules
STATE MANAGEMENT	MobX, Redux, Zustand, Jotai, React Context
TESTING	Jest, React Testing Library, Playwright, Cypress, Percy.io
CI/CD & DEVOPS	Git, GitHub, GitHub Actions, Vercel, Docker, Jenkins, Vagrant, Azure DevOps, Linux, Bash, Vite, Webpack, Lerna, jscodeshift, Grunt, Gulp, SVN, Amazon CloudFront
DESIGN SYSTEMS	Storybook, Figma, Mantine, Material UI, Chakra UI, Radix UI, Intergalactic
PERFORMANCE	Core Web Vitals, Google Lighthouse, Search engine optimization
CREATIVE & INTERACTIVE	Three.js, React Three Fiber, Drei, React Spring, Motion, WebGL, GLSL / custom shaders, GSAP, Recharts, Chart.js, ECharts
SHOPIFY	Shopify, Hydrogen, Shopify Extensions API, Liquid
WEB3	Ethers, MeshJS, Wagmi, WalletConnect, Web3Auth, MetaMask, Nami, Eternl
CMS	Sanity, Contentful, WordPress, WooCommerce, Jekyll
OTHER	i18next, Lingui, Crowdin, LaunchDarkly, Optimizely, Google Analytics, Google DFP, jQuery, Underscore.js, Handlebars, RequireJS, Browserify, Jira, ClickUp, Trello, Photoshop, Illustrator
EDUCATION & LANGUAGES	

Master of Science, Mathematics and Informatics — University of Belgrade, Faculty of Mathematics

Electrical Technician for Computers — Nikola Tesla Electrotechnical High School

Serbian: Native · English: Full professional proficiency