


# Alexandru-Dan Pop

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## Summary

Experienced software engineer with over 8 years of professional industry experience, driven by delivering results.

I have a wide range of technical skills and have worked on a variety of projects, ranging from consumer-facing E-Commerce solutions and complex Enterprise-level software. I love working on scalable solutions with great system design and clean architecture.

As a creative problem-solver with strong attention to detail, I am committed to delivering high-quality work on time and on budget.

As a seasoned professional, I have extensive experience working on complex, high-stakes projects. This has required me to effectively collaborate and communicate within large teams.

If you are looking for a reliable, experienced software engineer contact me to discuss your needs in more detail.

Reach me at:

[contact@alexandrudanpop.dev](mailto:contact@alexandrudanpop.dev)

## Experience

### Senior Software Engineer

Equal Experts

Mar 2021 - Present (2 years 5 months)

High-growth E-Commerce based in Germany

Helped the customer finish re-platforming & launch the store in multiple countries. This expansion was in European countries with high buying power, resulting in increased revenue through expansion into new markets.

Throughout my tenure, I have achieved several notable accomplishments, including:

- finished re-platforming from the old PHP commerce platform to Commercetools that achieved much higher scalability and reliability
- Increasing revenue by up to €100k per month through the implementation of new strategic placements for retail media advertisements (product catalogs, landing pages, and search pages)
- Creating a custom back-office application for SEO, which helped improve search engine ranking for the company
- Streamlining the CI/CD process for the frontend team by modernizing it with GitHub Actions, making it 2 to 3 times faster
- Improving the stability and monitoring of various services
- created docs, architecture diagrams, and videos for onboarding new software engineers

Stack:

- ★ Typescript, Node, AWS lambda, Commercetools, Contentful, NewRelic
- ★ React, Redux, Javascript, ES6+, Jest, Storybook, Dynamic Yield
- ★ GitHub Actions, AWS

## Freelance Software Engineer

### Freelance

Mar 2020 - Feb 2022 (2 years)

#### Frontend Architecture setup

I help companies build cutting-edge frontend architectures using latest engineering trends including Microfrontends. I provide end-to-end service from conception to actually setting everything up, so all technical parts are ready for their development teams.

I also set up reusable UI component libraries that can be consumed from various apps and microfrontends.

#### Real Estate data application

The client, a data company specializing in real estate was having trouble reaching MVP state with their app. As a freelancer, I worked directly with the owner bringing the app to MVP, polishing the UI and building the missing parts of the app.

## Senior Software Engineer

### SHE Group

May 2018 - Mar 2021 (2 years 11 months)

#### Master Data Management re-platforming project

The client, a German company heavily involved in the data quality industry, was facing serious financial losses due to severe bugs and the lack of scalability of their MDM (master data management) software.

I was one of the core developers (lead of the frontend team) involved in re-building their platform. We built a clean, maintainable, modern frontend-end web application written with React, Redux & Typescript.

#### Features built:

- authorization & authentication (OIDC)
- rich and customizable data visualizations
- data cleaning flows
- editable workflow diagrams for dynamic data processing pipeline
- administration & configuration
- multi-language

Daily tasks range from coding, unit testing, creating designs and documentation, code reviews, helping peers, designing new public-facing APIs, CI/CD.

#### Stack:

- ★ React, Redux, Typescript, Semantic UI, Jest, React testing library
- ★ .NET Core/C#, Docker, k8
- ★ Azure DevOps

Surveillance Outbreak Response Management & Analysis System (Open Source)

I created the architecture for integrating a new Angular Web Application for SORMAS OPEN. This was an open-source project I had the privilege of contributing to and started it from scratch. I created the technical setup for the Angular application with multiple login strategies, i18n, a11y, lazy-loaded modules structure, virtual scrolling support for tables, unit testing, and continuous integration.

Stack:

- ★ Angular, Typescript, Angular Material, Unit testing
- ★ Node.js, Docker, Keycloak
- ★ Github Actions



## Software Engineer

### COERA

Mar 2016 - May 2018 (2 years 3 months)

Insurance Management Platform

The client, a leading Dutch insurance company, was re-vamping its insurance platform with new technologies so it can scale its market reach and provide better services. One of my core achievements was creating a new highly-scalable service providing insurance quote calculations that helped the client sell insurance policies using insurance quote aggregators.

Stack:

- ★ React, Javascript, ES6, Redux, HTML5, CSS3
- ★ Web APIs, Microservices, RabbitMq, WCF, Identity Server, SQL databases, Entity Framework

Web analytics app with features such as data visualization, charting, and big data processing  
Fully responsible for the frontend side.

Stack:

- ★ React, Redux, Javascript, ES6+, Jest, Enzyme
- ★ ASP.NET Core, IdentityServer, MongoDB



## Software Engineer

### Fortech

Feb 2015 - Mar 2016 (1 year 2 months)

Market leader automotive company

Full-stack development for critical applications for car manufacturing and testing.  
Created integrations for the client application with Web Services.

Stack:

- ★ .NET, C#, C, SQL, Oracle Database, Linux, TeamCity



## Product Analyst

### Thomsons Online Benefits

Mar 2014 - Feb 2015 (1 year)

Offered the 3rd line support for the product, solving critical production incidents.

I created various automation tools using C#/SQL for solving various issues sometimes related to data corruption.

Investigated live incidents related to the product, offering root cause analysis and workarounds for various issues, and also logging bugs for the development team.

I was performing SQL queries on the database and solved incidents creating SQL code to correct corrupt data.

Skills:

- SQL
- C#
- Incident analysis
- Debugging



## Intern

Arhimedes

Jun 2013 - Sep 2013 (4 months)

Basics of Web programming: HTML, XML, CSS, Javascript

Developing a website that implements new web technologies (AngularJS, Google API)

Diagnostics of site performance using Fidler 2.0.

## Education



### Technical University of Cluj Napoca

Bachelor's Degree, Information Technology, Telecommunications, Electronics

2010 - 2014

My inclinations have been towards photovoltaics as power generators, hence this has been the subject of my Bachelors's Degree Paper.

I studied and programmed microcontrollers that accepted the input from various sensors. I also used LCD displays to output various data that were collected from the sensors.

Other projects have been in image processing, video editing, and Java/C/C++ programming.



### Colegiul National Gheorghe Sincai - Baia Mare

High School, Mathematics and Informatics

2006 - 2010

## Skills

- Application Architecture
- React.js
- Node.js
- Amazon Web Services (AWS)
- AWS Lambda
- SQL
- NoSQL
- GraphQL
- New Relic
- Express.js