

Maria Vorobeva

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SUMMARY

Product Engineer and Full-stack Developer with a cross-functional background in marketing and project management. Comfortable moving between code, research, UX thinking, and business strategy, I build solutions that are technically sound, commercially aligned, and focused on real user needs. Right to work in the UK.

EXPERIENCE

Independent consultant & Academic focus | VZR System (access control systems, B2B)

October 2025 - Present (4m), United Kingdom

- Took a planned career break to complete my BSc thesis.
- Developed a full-stack application (React Next JS, Python, FastAPI, PostgreSQL) as a final research project.
- Provided digital consultancy services for VZR System, including website optimisation, bug fix and maintenance, LLM optimisation, SEO and digital strategy.

Product Engineer (full-stack Rails, JS) | Bluethumb.com.au - online art-marketplace, leading in Australia

November 2021 - October 2025, Adelaide, remote from the UK

- Developed and maintained web applications with Ruby on Rails, JavaScript, Vue.js, React.js, Alpine.js, and Tailwind CSS.
- Led the Print on Demand project - converting artworks into prints using an AI pipeline (upscale - crop - print - ship).
- Led a project optimising shipping processes with third-party integration, leading to a 15% decrease in shipping costs and reduced customer support needs during peak periods.
- Revamped the main product page, resulting in a 20% increase in the conversion rate for the 'Add to Cart' action.
- Improved performance metrics such as LCP, a11y, SEO, and best practices.
- Led the integration of Google Ads and Meta Ads APIs for artists to launch and manage paid campaigns from the marketplace dashboard.
- Maintained code quality and functionality by implementing automated testing, collaborating with team members, and following best code review practices.

Front End Developer | Mail.ru Group (marketing automation SaaS)

October 2018 - July 2021, Moscow

- Developed user-facing features using Vue.js and React to automate marketing campaigns (SMS, Push, email notifications).
- Incorporated a11y techniques to ensure the applications were usable by people with disabilities, validated by testing with screen readers.
- Collaborated across departments to integrate user feedback into product enhancements.
- Automated deployments with CI/CD and integrated front-end testing for reliability and efficiency.

Junior Front End Developer | PayQR International Ltd

May 2017 - April 2018, Moscow

- Transitioned to web development, focusing on JavaScript and React.js to deliver modern applications with engaging user experiences.
- Implemented test-driven development, reducing production bugs.

Project Manager, IT and Marketing | Yandex (leading Russian search engine)

May 2010 - July 2016, Moscow

- Led digital projects and marketing management in webmaster tools, geo-navigation, and safe search technologies.
 - Organized an annual conference for webmasters and SEO professionals, securing hundreds of publications, and producing educational content.
 - Redesigned webmaster tools service, improving user experience and conversion rates through strategic overhauls.
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EDUCATION

BSc Computer Science | University of London

Minor in Web-development, London, worldwide, 2026

- Completed various projects with JS, Python, Django, REST API, MySQL
 - Mentored CS students at the University of Westminster
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SKILLS

JavaScript, HTML, CSS, React.js, Vue.js, Ruby, Rails, Stimulus, Hotwired Turbo, Tailwind CSS, RSpec, REST API, PostgreSQL, FastAPI, Django, git, GitHub CI, Redis, Sidekiq, Stripe API, Meta Ads API, Google Ads API, SEO, project management, Agile, digital marketing

eCommerce, Internal tools, Marketing, Automation, Fintech
