

DENIS BELEVTSOV



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Remote, Odessa, Ukraine

Senior Magento Frontend Architect | Hyvä Expert | Performance Engineer

10+ Years Experience

01. Languages

Language proficiency

- **English** B2 — Upper Intermediate
- **Ukrainian** Native
- **Russian** Native

02. Hard Skills

Know it, use it

Hyvä

- Hyvä Themes and UI
- Hyvä Compatibility Modules
- Alpine.js
- Tailwind CSS
- Magewire

Magento 2

- XML Layouts
- Fallback / Inheritance system
- UI lib / Blank / Luma
- Custom modules development
- 3rd-party modules customisation (Mirasvit, Amasty, Ubertheme, etc)
- PHP DI, Plugins ViewModels
- Widgets (widget.xml)
- UI components
- RequireJS / JS mixins

- Emails customisation
- Magento 1 (themes, modules)

Front-end:

- Accessibility (WCAG)
- RTL Implementation
- jQuery / Knockout
- NPM / Grunt / Gulp
- SVG / Font Icons
- Optimization for Google PageSpeed

Back-end:

- Composer
- PHP / Xdebug / PHP DOM
(parsing & modifying html on server side)
- MySQL

Flow

- Docker / DDEV
- Git/GitHub Actions, CI/CD for Hyvä/Tailwind builds

Misc:

- Jira
- Linux / MacOS / Win WSL

03. Employment

Career history and professional engagements

- **Freelance Developer**
2026 — present
Self-employed
- **Senior Magento 2 Developer**
2017 — 2026
StudioRaz
- **Freelance Developer**
2015 — 2017
Self-employed

04. Work Experience

Magento 2 Frontend Developer | 10+ Years Experience

- **Themes Architecture**

Architected reusable, high-performance Magento 2 parent-child theme structures and built a standardized theme library deployed across all company projects. Provided frontend architectural direction, conducted code reviews, and established modern performance standards across the team—ensuring scalability, code consistency, rapid onboarding, and long-term maintainability.

- **Module Ecosystem Management**

Spearheaded integration and deep customization of complex 3rd-party modules and themes, ensuring seamless compatibility with core business logic and frontend requirements — zero breaking changes across deployments.

- **Storefront Performance Optimization**

Directed Luma and Hyvä optimization strategies for 10+ enterprise projects, owning the full lifecycle from technical auditing and issue prioritization to module refactoring and 3rd-party widget performance tuning — delivering measurable improvements in Core Web Vitals.

- **Luma to Hyvä Migration**

Planned and executed the migration of Luma UI to Hyvä across multiple projects, tracking performance deltas throughout the process to validate improvements and ensure a smooth transition with zero downtime.

05. Achievements

Key results and contributions to projects

- **Performance Restoration**

Led the architectural overhaul of legacy Magento 2 installations, resolving deep-seated bottlenecks and modernizing outdated frontend stacks. Migrated 5+ Luma projects to Hyvä, pulling websites out of the "red" performance zone and into the "green" — zero CLS and measurable, sustained improvement across Core Web Vitals.

- **Project Scale**

Delivered the full lifecycle of 20+ Magento 2 storefronts, from greenfield implementations to enterprise-scale platforms, successfully adapting each solution to unique business requirements.

- **Compatibility Architecture**

Engineered Hyvä compatibility modules for complex 3rd-party extensions and successfully migrated internal legacy Luma modules to the Hyvä ecosystem —

eliminating compatibility blockers and ensuring feature parity.

- **Checkout Specialization**

Designed and implemented complex Magento 2 Checkout customizations, extending and refactoring core checkout flows to support sophisticated business requirements, third-party integrations, and high-conversion user experiences.

- **CMS Innovation**

Implemented advanced PageBuilder extensions and custom content types, empowering marketing teams to manage sophisticated layouts independently — eliminating developer bottleneck for content updates.

06. Soft Skills

Professional Soft Skills

- **Technical Leadership & Mentorship**

Spearhead architectural direction and provide technical mentorship to elevate team capabilities in Hyvä, Alpine.js, and complex backend debugging.

- **Stakeholder & Business Alignment**

Proven ability to translate complex technical metrics (Core Web Vitals, conversion rates) into clear business value for non-technical stakeholders.

- **Decision Making & Prioritization**

Skilled at evaluating technical trade-offs and prioritizing high-impact solutions, balancing business goals with engineering constraints to drive the best outcomes.

- **Ownership & Accountability**

Take full ownership of project outcomes from discovery through deployment, proactively communicating risks and ensuring alignment with business objectives.