# Anastasiia Titova

Senior Frontend Engineer

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LinkedIn

Senior frontend engineer specializing in experimentation-driven frontend systems, data integrity, and conversion-critical UI for large-scale digital commerce. Led the frontend execution for Guest Checkout, delivering a **+3.71% conversion lift** for new customers, equivalent to **~$4.5M incremental annual revenue** and contributing to a **-70% YoY reduction** in login-related customer tickets**.**

## Experience

**Senior Frontend Software Engineer**
Huckberry | Apr 2025–Present

- Led frontend execution for **Guest Checkout** (planning, scoping, coordination across FE/BE), delivering a **+3.71% conversion lift for new customers (statistically significant)**, equivalent to **~$4.5M incremental annual revenue**; contributed to **-70% YoY** reduction in login-related customer tickets.
- Owned end-to-end implementation for growth experiments: partnered with Product/Design/Analytics to define success metrics, instrument events, support A/B testing, and ensure safe rollout.
- Collaborated cross-functionally to deliver core PLP/PDP experience enhancements and supported A/B tests that improved customer engagement and conversion, including **~+2.4% lift in unique add-to-carts** and **~+2.5% lift in product revenue** for the updated PDP experience.

**Frontend Software Engineer**
Huckberry | Jun 2022–Apr 2025

- Improved Product Listing Pages (PLP) through **Algolia Personalization**: refined event instrumentation, added product attributes, and refactored tile-fetching logic to enable higher-quality ranking calls; contributed to a **+9.4% revenue lift** tied to personalization and improved CTR from PLP to PDP.
- Optimized Google Merchant product feeds by resolving SKU eligibility and feed quality issues; removed **11,000** outdated/size-broken/out-of-stock SKUs and reduced feed errors by **96% (3,000 → 132)** through proper UPC mapping—improving efficiency of paid-shopping spend and ROI.

**Computational Linguist / Web Developer**
Apple (contract via Advantis) | Aug 2021–Jun 2022

- Built internal full-stack applications that improved visibility into team data and processes, increasing productivity and operational clarity.
- Improved quality of **Russian Siri voices** by building and shipping voice updates to production, partnering with linguistics and engineering stakeholders.

**Freelance Web Developer**
Nov 2018–Oct 2019; Nov 2019–Aug 2021

- Delivered performant, accessible websites and web apps for small businesses using React/Next.js and Python/Django, owning development from requirements through deployment.

- Improved existing React applications by refactoring UI architecture and introducing reusable patterns (custom hooks, shared components) to accelerate feature delivery and reduce duplicate logic.

## Skills

- React, Next.js, TypeScript/JavaScript, Jest, Testing Library
- Node/Express, Postgres, APIs, Ruby on Rails
- Algolia, Rudderstack, Klaviyo, Bluecore, feeds/merchant center concepts, A/B testing infrastructure, Eppo

## Education

**Moscow State University,** Bachelor's degree in Linguistics, 2015-2019