

Alexander Streltsov

Senior Frontend Developer

Tampa, FL, USA — Open to Remote Opportunities

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Portfolio: alex-str.com

ABOUT

Senior Front-End Developer with 14 years building high-performance, conversion-focused web experiences. Hands-on across the modern front-end stack - React/TypeScript, JavaScript, HTML/CSS, Tailwind - plus deep CMS experience in WordPress and HubSpot, with an AI-assisted workflow that accelerates delivery without sacrificing quality. I build everything from React UI components to high-converting marketing surfaces - landing pages, integrated forms, and campaign funnels - turning web assets into measurable drivers: +22% marketing conversions and ~30% blog-driven lead generation. A strong bridge between development, design, and marketing.

SKILLS

HubSpot Development: HubSpot CMS, HubL, HubDB, landing pages, emails, forms, CTAs, workflows

Front-End: HTML, CSS/SASS, JavaScript, jQuery, Tailwind, React, TypeScript, PHP, JSON, REST APIs

AI Development: coding agents (Copilot, Codex, Claude), Code review & QA, prompt-driven prototyping

CMS & Platforms: Hubspot, WordPress (Gutenberg, custom themes, ACF), Joomla, custom CMS

Design & UI/UX: Figma, wireframing, prototyping, animated SVG infographics, Adobe Creative Suite

Performance & QA: Core Web Vitals, UI/UX, SEO, accessibility, cross-browser QA, Git

WORK EXPERIENCE

Chargebacks911

Senior Front-End Developer

May 2023 — Present | Clearwater, FL

Own front-end development of the company's marketing web on a custom WordPress/Gutenberg theme — architecting reusable templates and components that lifted blog-driven lead generation ~30% and made the blog the primary traffic driver (~34,600 monthly visits).

Build and maintain interactive UI components in React, JavaScript, and Tailwind across content and marketing surfaces for the company's ongoing website redesign, modernizing marketing surfaces with reusable, Tailwind-styled UI.

Develop custom HubSpot CMS modules with React (CMS React) and HubL templates — building reusable components and pushing them via the HubSpot CLI/projects framework for landing pages and emails.

Automate marketing funnels with HubSpot forms, workflows, and end-to-end lead routing into the sales pipeline increasing marketing conversions 22%.

Integrated AI coding agents into the front-end workflow to accelerate build-out and QA, reviewing AI- and team-generated code for correctness, accessibility, and maintainability before release.

Transtar Industries

Senior Front-End Developer (Contract)

August 2022 — March 2023 | Cleveland, OH

Built front-end features for the Transtar/Transend enterprise e-commerce platform using Angular 12.0/13.0 (TypeScript 4.4), AWS, and Git.

Developed reusable, strongly-typed UI components, reinforcing a modular architecture that kept the platform consistent and maintainable at scale.

Improved UX responsiveness and front-end performance across the platform, optimizing rendering and load behavior for a high-traffic e-commerce site.

Integrated front-end components with REST APIs and backend services, ensuring reliable data flow across the e-commerce experience.

WORK EXPERIENCE

NetMinistry Technology Corporation

Front-End Developer

April 2017 — August 2022 | Tampa, FL

Developed and launched 10+ custom CMS websites per month for nonprofits and businesses, building reusable, responsive templates and forms with HTML/CSS/JS, Bootstrap, and jQuery.

Designed and coded responsive HTML email templates for client campaigns, ensuring consistent rendering across major email clients.

Translated mockups and wireframes into pixel-accurate, cross-browser code, improving usability and performance across hundreds of sites.

Maverick Interactive, Inc.

Junior Front-End Developer | UI/UX Designer

November 2014 — April 2017 | Tampa, FL

Designed and implemented intuitive UI/UX for websites for external clients, improving user satisfaction and engagement through thoughtful wire-framing, prototyping, and layout development, contributing to increased site traffic and conversions.

Developed custom front-end designs using HTML/CSS/JavaScript, ensuring a responsive and visually appealing interface, which led to enhanced user interaction and mobile performance for client websites.

Managed content across multiple CMS platforms (WordPress/Joomla) for external clients, streamlining website updates and improving content accessibility, resulting in faster turnaround times.

Created graphic designs and branding materials for external clients using Adobe Creative Suite, reinforcing brand identity and ensuring visual consistency across digital and print platforms.

Intervolga, Inc.

Lead UI/UX Designer

September 2012 — July 2014 | Volgograd, Russia

Designed UI/UX for e-commerce platforms, lifting conversion rates and user engagement through strategic layout and user-centered design.

Produced wireframes, prototypes, and high-fidelity designs, turning concepts into functional, conversion-focused interfaces aligned with business goals.

Partnered with front-end developers and project managers to deliver cohesive, high-performing digital experiences from design through implementation.

EDUCATION

Volgograd Polytechnic University

IT, Web Design & Technologies

September 2010 — June 2014