

Maxim Soskind

Full Stack Web Developer

Tel Aviv, Israel

Tel: **+972 54 9735472** | Email: maximnord@gmail.com

Linkedin: <https://www.linkedin.com/in/max-soskind-859b0419a/>

Site: <https://maxsoskind.com>

Professional Summary

Full Stack Developer specializing in **React, Next.js, WordPress, and WooCommerce**, delivering high-performance web applications and scalable custom solutions. Combines strong front-end engineering with deep WordPress architecture knowledge, including custom plugins, themes, API integrations, and advanced e-commerce functionality. Experienced in performance optimization, QA processes, DevOps workflows, and AI-assisted development for faster, cleaner, more reliable delivery. Recognized for a meticulous work approach, problem-solving mindset, and artistic eye for clean, intuitive UI/UX.

Core Skills

Frontend Development: React, Next.js, JavaScript, TypeScript, Redux, SCSS, Tailwind, Responsive UI/UX

Backend Development: PHP, Laravel, Node.js, REST APIs

WordPress Development: Custom Themes, Custom Plugins, WooCommerce Customization, ACF, CPTs, Hooks & Filters, Gutenberg

E-Commerce Expertise: Checkout optimization, dynamic pricing logic, user funnels, performance scaling

DevOps & Infrastructure: Docker, Linux/Ubuntu, Git, CI/CD basics, Server Optimization

Databases: MySQL, PostgreSQL, MongoDB

SEO & Analytics: Technical SEO, Screaming Frog, Hotjar, Google Analytics, Core

Web Vitals

QA & Optimization: Manual testing, debugging, regression testing, performance tuning

AI Tools: AI debugging, code generation, automation scripts, SEO content optimization

Professional Experience

Self-Employed Full Stack / WordPress Developer | Tel Aviv, Israel (2025 – Present)

- ❖ Develop full-stack solutions combining React front-ends with WordPress/WooCommerce back-ends for high-conversion websites and web applications.
- ❖ Build custom WordPress themes, plugins, advanced CPT systems, and dynamic API-driven features.
- ❖ Implement modern React/Next.js interfaces integrated with WordPress REST API and headless workflows.
- ❖ Improve performance across platforms: Core Web Vitals, caching layers, database optimization, cloud deployment.
- ❖ Use AI tools for debugging, documentation, automation, and SEO-focused content workflows.
- ❖ Conduct QA testing, UX audits, and technical SEO improvements to enhance rankings and user behavior metrics.

Tech Stack: React, Next.js, WordPress, WooCommerce, PHP, JavaScript, Laravel, SCSS, Docker, Ubuntu, AI Tools

Full Stack Web Developer | Particle Cosmetic Company, Tel Aviv, Israel (2023 – 2025)

- ❖ Developed custom WordPress plugins components to enhance website functionality, personalization, and user experience.
- ❖ Conducted Hotjar-driven UX analysis improving site funnels, click behavior, and engagement.
- ❖ Improved SEO performance using Screaming Frog and Google Analytics, fixing indexing issues and boosting organic visibility.
- ❖ Optimized speed, caching, database queries, and Core Web Vitals for multiple product websites.

- ❖ Collaborated with marketing, design, and content teams to deliver A/B tests and conversion improvements.

Tech Stack: PHP, JavaScript, WordPress, MySQL, SCSS, Hotjar, Screaming Frog, Ubuntu

Full Stack Web Developer | L.S. Project Company, Petah Tikva, Israel (2022 - 2023)

- ❖ Developed a custom CMS-driven e-commerce platform using React and Laravel.
- ❖ Built new modules, performed code refactoring, debugging, and architecture optimization.
- ❖ Contributed to a Progressive E-commerce App including backend admin panel and product systems.

Tech Stack: React, TypeScript, Laravel, MySQL

Full Stack Web Developer | Code Oasis Project Company, Herzliya, Israel (2021 - 2022)

- ❖ Developed Magento e-commerce solutions for international brands.
- ❖ Implemented new platform features, optimized performance, and maintained existing systems.

Education

- **Full Stack Development** — HackerU College, Tel Aviv
- **Professional Sport Trainer & Diet Coach** — Wingate Institute, Tel Aviv
- **B.Sc. in Chemistry and Technology** — National University of Ukraine

Additional Information

Languages: English, Hebrew, Russian, Ukrainian

Military Service: Sergeant, IDF

Hobbies: Fitness, Drawing, Art, Piano & Guitar, Fishing

Relocation: Willing to relocate