

# Maxim Soskind

Full Stack Web Developer

Tel Aviv, Israel

Tel: +972 54 9735472 | Email: [maximnord@gmail.com](mailto: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