

Maxim Soskind

Full Stack WordPress Developer Tel Aviv, Israel | +972 54 9735472 |
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Professional Summary

Performance-focused Full Stack Engineer bridging the gap between advanced WordPress architecture and modern JavaScript ecosystems (React, Next.js). Expert in building scalable **Headless WordPress** solutions, custom plugin development, and high-conversion WooCommerce platforms. Proven track record in optimizing Core Web Vitals for competitive SEO markets and integrating AI-driven workflows to accelerate delivery. Combining deep PHP backend knowledge with a meticulous eye for UI/UX.

Technical Skills

- **Languages & Core:** PHP 8+ (OOP), JavaScript (ES6+), TypeScript, SQL, HTML5, SCSS/SASS.
- **WordPress Ecosystem:** Custom Theme & Plugin Development, **Headless WP** (WPGraphQL/REST API), Gutenberg Native Blocks (React), WooCommerce Hooks & Filters, ACF Pro.
- **Frontend Frameworks:** React.js, Next.js, Redux, Tailwind CSS.
- **DevOps & Tools:** Docker, Git (Git Flow), CI/CD Basics, Composer, NPM/Yarn, Linux/Ubuntu management.
- **AI & Automation:** Claude, Cursor, GitHub Copilot (Code Acceleration), Automated Refactoring, Unit Test Generation, AI-Driven SEO Analysis.
- **Performance & SEO:** Core Web Vitals Optimization (LCP/CLS), Server-side Caching (Redis/Varnish), Technical SEO (Schema.org), Google Analytics 4, Hotjar.

Professional Experience

Independent Full Stack Engineer | Tel Aviv, Israel 2025 – Present *Building high-performance custom web solutions for niche markets (Health & Wellness).*

- **Architected a Headless WordPress solution**, decoupling the backend from the frontend using **Next.js** to achieve sub-second page loads and a generic 95+ PageSpeed score.

- Developed custom **WordPress plugins** to extend functionality, including complex data filtering and custom post type relationships, replacing heavy third-party dependencies.
- Implemented rigorous **Technical SEO** strategies, resulting in improved indexability and organic traffic growth for content-heavy blogs.
- Established a local development workflow using **Docker** and version control to ensure code stability across staging and production environments.
- Integrated **AI-assisted development workflows** (Claude, Cursor) to reduce routine coding time by 30%, allowing for deeper focus on architectural scalability and complex logic.

Full Stack Web Developer | Particle Cosmetic Company 2023 – 2025

- Engineered custom functionality for high-traffic WooCommerce stores, directly impacting conversion rates and Average Order Value (AOV).
- **Performance Optimization:** Diagnosed and fixed slow database queries and asset loading issues, improving **Core Web Vitals** scores and reducing bounce rates.
- Conducted data-driven UX analysis using **Hotjar**, identifying friction points in the checkout funnel and implementing code fixes that streamlined the user journey.
- Collaborated with marketing teams to implement technical SEO fixes (canonical tags, structured data) via **Screaming Frog**, resolving critical indexing errors.
- Maintained and patched legacy PHP codebases, ensuring security compliance and compatibility with modern server environments.

Full Stack Web Developer | L.S. Project Company 2022 – 2023

- Developed a custom CMS-driven e-commerce platform using **Laravel** and **React**, handling complex product logic and inventory management.
- Refactored legacy backend code to strict MVC standards, significantly improving maintainability and reducing technical debt.
- Built a Progressive Web App (PWA) interface, ensuring seamless mobile experience and offline capabilities.

Full Stack Web Developer | Code Oasis 2021 – 2022

- Maintained Enterprise-level **Magento** e-commerce solutions for international retail brands.
- Developed custom modules and executed frontend customizations according to strict pixel-perfect design requirements.

Education & Certification

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

Languages

English (Professional), Hebrew (Fluent), Russian (Native), Ukrainian (Native).