

Andrii Vynohradov

Frontend Developer / Web Integrator

HTML / CSS / JavaScript / React / PWA / Keitaro / PHP



Professional Summary

Frontend Developer / Web Integrator with experience building responsive web interfaces, landing pages, PWA applications, in-app games, and marketing tech integrations.

Strong with HTML, CSS, JavaScript and React in the context of web interfaces, landing pages, and gamified PWA/InApp creatives with complex user and game logic.

Experienced with TDS Keitaro, CRM integrations, domains, hosting, postback logic, tracking, and custom logic for advertising campaigns - covering the technical toolset needed for a web marketing team.

Also have experience with backend tasks in PHP: API endpoints, authorization, email notifications, user data storage, and server-side project setup.

Work Experience

Frontend Developer / Web Integrator

Marlerino Group

January 2024 - June 2026

2 years 6 months

- Contributed to the development of an internal service for push notifications. The team included 4 people: 2 backend developers, a team lead, and me on the frontend side.
- Owned the frontend part of the push service in React: developed interfaces, connected data, implemented user scenarios, and improved the interaction logic with the backend.
- Developed screens and functionality for managing push processes: lists, forms, states, settings, user actions, data display, and handling different interface scenarios.

- Contributed to the development of an internal PWA builder in React. Created a separate internal React library for it - styles, components, and helper functions - and successfully integrated it into the PWA builder. Worked on the frontend part: settings interfaces, data display, user logic, backend interaction, and live preview of the PWA application inside the builder.
- Created responsive landing pages with custom logic: forms, popups, timers, redirects, interactive blocks, dynamic states, and user action handling.
- Built full PWA/InApp game creatives for advertising scenarios: layout, frontend logic, game states, step sequences, result handling, popups, transitions, and mobile adaptation.
- Implemented complex game and interactive logic for creatives: user flow scenarios, action limits, final states, dynamic content display, and user flow management.
- Worked with Keitaro: offer integration, postback logic setup, complex splits, landing/PWA setup, redirect configuration, tracking, and display logic for different campaign conditions.
- Cleaned, structured, adapted, and optimized projects for mobile devices, different traffic sources, and different launch conditions.

Integrator / Technical Specialist

Digital Marketing / Red.Circle
April 2022 - December 2023

- Worked with Keitaro, internal CRM systems, domains, hosting, and VDS/VPS servers.
- Set up campaigns, parked and maintained domains for advertising launches.
- Downloaded, cleaned, and modified landing pages for company needs.
- Built responsive landing pages based on Figma layouts.
- Created JavaScript logic for landing pages: forms, visual states, data transfer, redirects, and interaction with CRM and Keitaro.
- Configured connections between landing pages, Keitaro, and internal systems.
- Worked with Figma and Photoshop for basic preparation and editing of visual materials.

Additional Projects and Experience

Technical support for a web marketing team

Handled the technical side of a web marketing team: infrastructure, landing pages, tracking, and integrations for advertising campaigns.

- Set up and maintained Keitaro, hosting, domains, VDS/VPS, and project file structures.
- Configured CRM integrations, postback logic, status transfer, and action tracking.
- Configured Facebook Pixel and basic tracking for advertising campaigns.
- Built custom landing pages and prepared them for launch: responsive layout, forms, redirects, scripts, data transfer, and connection to Keitaro/CRM.

Telegram bots for marketing/web workflows

Developed Telegram bots and integrations between landing pages, Keitaro, backend logic, and Telegram.

- Configured sending leads and user data from a landing page to a manager through a Telegram message.
- Added buttons in Telegram bots to control the next step of the user flow.
- Implemented scenarios where a manager could use a bot button to move the user to the next step or change the screen state on the landing page.
- Worked with webhook logic and data exchange between landing pages, backend logic, and Telegram bots.

Specialized systems: staking / crypto wallet

Developed closed web systems for specific scenarios related to staking and crypto wallet workflows. These were not full public platforms, but systems with the required set of functions for specific tasks.

- Built both frontend and backend parts of the projects.
- Deployed the PHP structure on a server and created API endpoints for frontend-backend interaction.
- Implemented registration, login, logout, and administrator approval of new registrations.

- Stored user data, account parameters, and project assets on the server.
- Configured the system so each user could see only the data related to their own account.
- Implemented an admin panel where an administrator could manage users and change the required account parameters.
- Configured email notifications for the administrator about new users and system actions.
- Implemented interface state updates after administrator actions or predefined system logic.

Skills

Frontend: HTML, CSS, JavaScript, React, responsive layout, mobile-first, PWA, in-app games, landing pages, forms, popups, interactive logic, game scenarios.

Integrations / Marketing tech: Keitaro, CRM integrations, domains, hosting, VDS/VPS, postbacks, tracking, Facebook Pixel, campaign setup, Telegram bots, webhooks.

Backend / Server: PHP, API endpoints, authorization, user data storage, email notifications, server deployment, work with project file structure.

Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Facebook Ads Manager, Dolphin, FBTool.

Languages: Ukrainian - fluent, Russian - fluent, English - advanced.