

ATANAS GINEV

FULL-STACK ENGINEER

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PROFILE

I'm a senior full-stack engineer with over 15 years of experience delivering scalable SaaS platforms, developer tools, and internal systems for high-traffic environments. I specialize in backend architecture, cloud infrastructure, observability, and managing the full product delivery lifecycle. I have a strong track record of cross-functional collaboration, leading platform migrations, and writing clean, maintainable code. I'm known for pragmatic problem-solving and delivering solutions that align with real business needs across complex ecosystems.

CAREER HIGHLIGHTS

- Delivered scalable features for Yotpo's core platform, impacting thousands of eCommerce merchants
- Led migration from custom feature flag system to LaunchDarkly, enabling safer and more controlled deployments
- Designed and delivered SaaS platforms for clients across finance, healthcare, and real estate as an independent consultant
- Built CMSv2, a system that generated and deployed 8000+ websites using a custom PHP framework and automated provisioning

STRENGTHS

Team player • Ownership mindset • Effective problem-solving • Clean code & architecture • Cross-team collaboration • Documentation & mentoring

TECHNICAL SKILLS

Languages & Frameworks:
PHP, Node.js, JavaScript, TypeScript, Laravel, CakePHP, Symfony (basic), React, Angular, Vue.js, HTML5, CSS3

Databases & Messaging:
MySQL (MariaDB), PostgreSQL, Redis, Memcached, Kafka, Amazon SQS

DevOps & Cloud:
Docker, Kubernetes, AWS (EC2, ECS, ECR, Aurora, ElastiCache, API Gateway), Terraform, GitHub Workflows, CI/CD, Nginx, Apache, Kong API Gateway

Data Engineering & BI:
Apache Airflow, DBT (Jinja), Looker, Databricks

AI & Automation:
ChatGPT, Copilot, Cursor, MCP Servers

Monitoring & Observability:
Prometheus, Grafana, Coralogix, Opsgenie and incident management

Other Tools & Techniques:
REST, SOAP, XML-RPC, Blade, Smarty, Bootstrap, Sass, Git, OOP, PHP PSR standards

PROFESSIONAL EXPERIENCE

Senior Software Engineer – Yotpo

Jan 2022 – Aug 2025 · Remote

At Yotpo, I worked on the core platform powering thousands of eCommerce brands. My role focused on backend development, cloud infrastructure, observability, and service integrations.

- Led the migration from a legacy feature flag system to LaunchDarkly
- Built and maintained microservices in Kubernetes & AWS
- Integrated analytics dashboards from Looker via the API
- Worked daily with AI tools like ChatGPT, Cursor, and MCP Servers to improve engineering workflows
- Implemented SLOs and observability across domain services using Prometheus and Grafana
- Built data pipelines with Airflow and DBT, using Jinja templating
- Delivered internal and external service integrations (Yotpo Integrations, Company Synergies)
- Collaborated closely with product, DevOps, and engineering teams to define and deliver robust features
- Provisioned infrastructure with Terraform and maintained CI/CD workflows

Tech: PHP, Node.js, Docker, Kubernetes, AWS, Terraform, LaunchDarkly, Looker, DBT, Airflow, Prometheus, Grafana, Kong

Full-Stack Developer (Independent Consultant)

Dec 2015 – Jan 2022 · Remote

As an independent consultant, I designed and developed custom SaaS platforms, ERPs, and CRMs for clients in healthcare, finance, real estate, and creative industries.

- Built full-stack SaaS products like Decimo (finance), Boardiful (design), and healthcare CRMs
- Designed backend systems in Laravel and Node.js, with Vue, Angular, or React on the frontend
- Integrated 3rd-party services: Penneo, Stripe, E-conomic, PayPal, and more
- Managed everything end-to-end: architecture, development, CI/CD, deployment, client support
- Deployed apps using Heroku, Docker, or AWS depending on the project
- Built long-term partnerships with clients by shipping scalable, maintainable software

Tech: Laravel, Node.js, React, Vue, Angular, MySQL/MariaDB, Heroku, Docker, AWS, DigitalOcean

Senior Developer / Technical Lead – Fantastic Services

Oct 2009 – Dec 2015 · Varna, Bulgaria

Led backend development across multiple internal platforms, including a CMS for 8000+ dynamic websites and a GPS-based car fleet manager.

- Built CMSv2, a PHP framework-based system for provisioning thousands of websites
- Developed a Laravel-based GPS fleet tracking system
- Integrated WHM/cPanel APIs for automated web deployment
- Created custom SEO tools (SeoDXR, PromoDxr) and internal CRM systems
- Worked closely with DevOps to establish CI/CD workflows and internal dev standards
- Mentored a team of 4–6 developers through code reviews, onboarding, and architecture discussions

Tech: PHP, Laravel, MySQL/MariaDB, WHM/cPanel API, jQuery

Senior Web Developer – Stivasoft

Sept 2009 – Oct 2011 · Varna, Bulgaria

Developed SaaS-style PHP apps and reusable modules used by small businesses globally.

- Built ready-to-integrate booking, e-commerce, and invoicing systems
- Delivered customizable UI themes and localization-ready apps
- Maintained and improved internal frameworks and code reuse across product lines
- Worked with support teams to troubleshoot and iterate based on customer needs

Tech: PHP, MySQL, jQuery, Bootstrap, custom frameworks

Web Developer – 2G Media

May 2006 – Sept 2009 · Varna, Bulgaria

Created websites and internal platforms for businesses in real estate, fitness, and construction sectors.

- Developed multilingual real estate listings, galleries, and company websites
- Built backend modules and reusable templates to speed up delivery
- Collaborated directly with clients to understand and deliver on business requirements

Tech: PHP, MySQL, HTML/CSS, jQuery, custom CMS components

Implementation Engineer – Trierra55

Sept 2005 – May 2006 · Varna, Bulgaria

Produced CAD models and production-ready technical drawings for manufacturing workflows.

- Created 3D models using AutoCAD and SolidWorks
- Supported mechanical engineering teams with CAD documentation and manufacturing files
- Helped optimize workflows from design to production

Tech: AutoCAD, SolidWorks

EDUCATION

Master of Information Technologies
Technical University of Varna 2005 - 2009

Bachelor of Computer Science
Technical University of Varna 2001 - 2005

Mathematics and Computer Science
Mathematics High School Dobrich 1994 - 2001

CERTIFICATES & TRAININGS

- Developing on AWS
- AWS Aurora
- DevOps basics
- Data pipelines basics

FEATURED PROJECTS

- decimo.dk – SaaS platform for invoice & expense management (Laravel + Angular)
- *billigselskab.dk* – CRM for company registration (Laravel + Stripe + Penneo)
- bashmotion.eu – Portfolio site for music video director
- boardiful.com – Moodboard design tool and Chrome extension for interior designers
- eurohome.bg – Real estate listing platform with internal CRM
- poli-consult.com – Accounting services portal with e-commerce
- babycorp.eu – OpenCart shop for newborn gift books
- golfsunandsand.com – Holiday rentals portal
- sublimebg.com – Construction company website

LANGUAGES

- Bulgarian – Native
- English – Fluent

LINKS

https://aginev.com
https://github.com/aginev