DENISS JACENKO

Performance-Driven Engineering and Product Leader

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SELECTED EXPERIENCE

Member of Technical Staff, Frontend/Product - WECO AI | 2024 - PRESENT
Led product, design, and frontend initiatives to help Weco AI transition from an experimental research lab to a post-revenue platform, built and optimized landing pages and dashboards, shaped core UX and roadmap focus through pivots, supported a successful $8M Seed raise, and co-authored the AIDE paper influencing industry direction in ML agents.

Startup Engineering Consultant - NOTABLE CONTRIBUTIONS | 2020 - 2024
Assisted startups in developing/launching MVPs and new products, leveraging extensive experience in engineering, product strategy, and team leadership:

- **Head of Frontend (Meridian AI)** - Scaled engineering team from 1 to 8, directed React/Python/Azure architecture and AI/RAG strategy, ensured timely releases, shipped the company's first financial MVP for PE firms.
- **Senior Software Engineer (Loop Returns)** - Led development of React Native POS app for in-store returns with Scrum, resolved PHP/Vue/SQL/UI platform issues, created CI/CD release procedures, and conducted incident response.
- **Senior Frontend Engineer (Out Of Office Inc)** - Led React/Elixir development on Product Hunt-featured AI Trip Creator, contributed to all aspects of the React Native/GraphQL app, drove growth initiatives with business teams.

Founder, Full-Stack Developer, Designer - 2GET.CO | 2017 - 2022
Designed and built an iOS/Android retail wishlist app, database, website, and REST API with React Native, Redux, Node, GCP, Figma, and more, automated affiliate sales, drawing 2k+ users and winning the Meta/Facebook's F8 scholarship.

Senior Software Developer - JOBSINLOGISTICS.COM | 2016 - 2020
Led web product initiatives across six brands, created RWD UI framework, shipped company's first REST API and reports dashboard, automated marketing and admin tasks with custom tools, launched new job board, mentored junior developers, and created a landing page framework that reduced CPL by an order of magnitude.

Frontend Developer - TRACFONE (ACQUIRED BY VERIZON) | 2015 - 2016
Designed, developed, integrated, and debugged Java/JavaScript web apps for the company's eight mobile brands in an agile environment. Participated in cross-departmental planning, prototyping, knowledge-sharing, and incident response sessions. Mentored developers on best practices. Proposed company's first SPA-based app paradigm which got adopted company-wide via Angular.

UI Engineer Intern - CREW MIAMI (CREA7E INC) | 2013 - 2015
Designed and developed real-estate industry websites from wireframes using HTML/CSS/JS, PHP, and Wordpress. Implemented the company's proprietary web software for connecting customers to the MLS property database. Engaged in feature/design negotiations and sales with clients.

EDUCATION

B.S. in Information Technology
FOCUS: Software Development, Economics, Unix Administration

FLORIDA INT'L UNIVERSITY - 2014
- Won state 3D competition
- Built Objective-C iOS app
- Tutored K-12 in Math/Science
- Full-ride w/ Summa Cum Laude

SKILLS

Code: HTML/CSS/JavaScript, React/React Native, SOC 2, Redux, SASS, Node, Express, Angular, NextJS, SQL/NoSQL, TypeScript, JSON/XML, AWS/GCP/Azure, Tailwind, Apollo GraphQL, GenAI, LangChain, Vite/Webpack, Git, Yarn/NPM, CI/CD, Three.js, REST API, Docker, ES6, jQuery, WCAG, Jest, Bootstrap, Agile/Scrum

Software: Figma, Slack, Github, Adobe CC, Xcode, Jira/Trello, Shopify, Notion, Looker, Datadog, Office, Clickfunnels/HL, Amplitude, LaunchDarkly, Salesforce, more

Interests: product strategy, UI/UX, content, design, GTM, CRO, AI/ML, direct response marketing, Web3, coaching, automation, psychology, cross-functional stakeholder management, finance, 3D/VR/XR, growth, creative production, sales, organizational systems, PM, culture/vision/leadership, hiring, customer success, team building

Fluent in English and Russian.
Conversational in Spanish.