



CONTACT

✉ alberto.masia@gmail.com
☎ +39 349 504 1011
🌐 linkedin.com/in/alberto-masia
🌐 am-codes.netlify.app
📍 Sassari, Italy - Remote, EU

FRONTEND

Vue.js 2/3, Nuxt.js
TypeScript, JavaScript (ES6+)
React, Next.js
HTML5, CSS3, Vuetify, Bootstrap

BACKEND & APIS

REST API, Node.js
PHP (Laravel), Ruby on Rails
GraphQL
AWS (S3, RDS, EC2)

TOOLING & CI/CD

GitHub Actions, Jenkins, Netlify
Git, Vite, Webpack

TESTING

Jest, Vue Testing Library

DATA & PROTOCOLS

MongoDB, MySQL, RabbitMQ
MQTT, Firebase Messaging,
WebSockets

LANGUAGES

Italian — native
English — advanced

EDUCATION

MSc Computer Engineering
Università di Pisa, 2010
BSc Computer Engineering
Università di Pisa, 2005

Alberto Masia

Senior Frontend Engineer · Tech Lead

Vue · React · TypeScript

PROFESSIONAL SUMMARY

Senior Frontend Engineer and Tech Lead with 15+ years of experience building web applications and leading engineering teams. Specialised in Vue.js / Nuxt, with hands-on work across e-commerce, automotive, medical, and gaming. At Everli I have been the only frontend engineer on the catalog management platform for several years. Comfortable taking end-to-end ownership of complex frontend systems, reviewing architecture, mentoring engineers, and working closely with product. Open to senior Individual Contributor and technical leadership roles at product companies across Europe.

EXPERIENCE

Senior Frontend Engineer · Tech Lead · Everli Nov 2019 – Present | Remote

- Built the PIM dashboard from scratch: the back-office tool used daily by the Catalog team to manage product data and store operations across Europe, now handling **230,000+ live SKUs across 2,300+ stores**, covered by **4,000+ unit tests**.
- Leading the **migration of the PIM from Vue.js 2 to Vue 3**, including component refactoring, Composition API adoption, and dependency upgrades.
- Built key features from scratch: a **live KML map editing tool**, store/location maps, and a **Retailer Integration wizard** that automated onboarding, all in Vue.js / Nuxt and TypeScript.
- Migrated CI/CD from Jenkins to GitHub Actions on Netlify, cutting build times from ~20 min to 5–7 min (**65% faster**).
- Grew and led the Catalog squad to **12 engineers** across Europe; acted as de-facto Scrum Master for **5 years**.
- Proposed and standardised Vuetify as the shared component library across product squads.

Freelance Frontend Developer · Self-Employed Nov 2018 – Oct 2019 | Remote

- Built the frontend of an e-learning platform for **Generali Insurance** using React (6-month engagement) and redesigned a language school's website with a lesson-scheduling system.

Web Developer · Abinsula — Software Consultancy Jul 2015 – Oct 2018

- Built FlexPath™ Trace, an **Inpeco** product for Medical Anatomical Pathology, integrating Angular.js with medical devices via MQTT and WebSockets to track histological samples.
- Designed and delivered a **real-time telemetry dashboard for the Audi Formula E team**, used by trackside engineers during race operations.
- Delivered a new real-time shopping cart for **SNAI**, Italy's largest online betting operator.

Web Developer (Full-Stack) · Bangbite — Web Games Nov 2012 – May 2015

- Core engineer on oFootball, Italy's leading football management game (100k MAU, €1.5M seed). Rewrote the match engine using **RabbitMQ**, adopting a producer/consumer event model that decoupled and parallelised calculation blocks, cutting processing time from 6 hours to under 30 min (**95% reduction**).

EARLIER EXPERIENCE

Web Developer · Sounday — Digital Label Sep 2011 – Oct 2012

Software Developer · Akhela — Software Firm Sep 2010 – Sep 2011

Intern — Web Developer · Kiver — Digital Marketing Aug 2009 – Aug 2010