

Alberto Masia

Senior Frontend Engineer · Tech Lead

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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** and covered by **4,000+ unit tests**.
- Leading the **migration of the PIM application from Vue.js 2 to Vue 3**, including component refactoring, Composition API adoption, and dependency upgrades.
- Built key platform features from scratch: a **live KML map editing tool**, store/location maps, and a **Retailer Integration wizard** that automated retailer onboarding, all built 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**) with a meaningful improvement in reliability.
- Grew and led the Catalog squad from a small team to **12 engineers** across Europe, setting code review standards and frontend architecture guidelines.
- Acted as **de-facto Scrum Master for 5 years**, running stand-ups, sprint planning, retrospectives, and grooming for a fully remote, multi-timezone team.
- Proposed and standardised Vuetify as the shared component library across product squads, cutting down UI inconsistencies and giving teams a common baseline to build from.
- Wrote technical scoping documents and led architecture discussions; the main frontend reference point for the squad and for cross-team decisions.

Freelance Frontend Developer · Self-Employed

Nov 2018 – Oct 2019 | Remote

- Built the frontend of an e-learning platform for **Generali Insurance** using React, over a 6-month engagement serving internal employee training.
- Redesigned and refactored the website of a language school, adding a lesson-scheduling and reservation system. Delivered on time and within budget.

Web Developer · Abinsula — Software Consultancy

Jul 2015 – Oct 2018 | Sassari, Italy (Hybrid)

Worked on web applications for clients in automotive, medical, and betting.

- Designed and built a **real-time telemetry dashboard for the Audi Formula E team**, a data application used by trackside engineers during race operations, delivered as the sole frontend consultant.
- Built the front-end of FlexPath™ Trace, an **Inpeco** product for Medical Anatomical Pathology, integrating with medical devices via **MQTT and WebSockets** to track histological samples and reduce human error throughout the diagnostic workflow.
- Delivered a new real-time shopping cart for **SNAI**, Italy's largest online betting operator.
- Set up frontend standards used across the consultancy's projects; also contributed to REST API design to align frontend and backend teams.

Web Developer (Full-Stack) · [Bangbite — Web Games](#)

Nov 2012 – May 2015 | Sassari, Italy (Hybrid)

Core engineer on oFootball, Italy's most popular online football management game, with 100k monthly active users and €1.5M in seed funding.

- Rewrote the match calculation engine using **RabbitMQ**, adopting a message-passing model with producers, consumers and events that allowed each logical block of the calculation process to be decoupled and run in parallel, bringing processing time down from 6 hours to under 30 minutes, a **95% reduction**.
- Built and maintained the platform across Ruby on Rails, ASP.NET, and AWS (RDS, EC2), including PayPal and Facebook integrations.

Web Developer · [Sounday — Digital Label](#)

Sep 2011 – Oct 2012 | Cagliari, Italy (Hybrid)

- Built a social music platform for emerging artists, covering uploads, sales, gig management and artist–fan networking, using PHP (CakePHP), MongoDB, and AWS S3.

Software Developer · [Akhela — Software Firm](#)

Sep 2010 – Sep 2011 | Cagliari, Italy / Châtelleraut, France

- Worked on-site at Magneti Marelli France (~12 months) as part of a cross-discipline team building the HMI / infotainment GUI for **PSA Group (Peugeot / Citroën)**, for the 2011 model year.

Intern — Web Developer · [Kiver — Digital Marketing](#)

Aug 2009 – Aug 2010 | Sassari, Italy

- Developed interactive HTML/jQuery lottery games for Vodafone, built REST APIs for data management, and created Facebook web apps.

SKILLS & TECHNOLOGIES

Frontend: Vue.js 2/3, Nuxt.js, TypeScript, JavaScript (ES6+), React, Angular / AngularJS, HTML5, CSS3

Backend & APIs: REST API design, Ruby on Rails, PHP (Laravel), Node.js, AWS (S3, RDS, EC2)

Tooling & CI/CD: GitHub Actions, Jenkins, Netlify, Git, Vite, Webpack

Testing: Jest, Vue Testing Library

Architecture: Component libraries, Design systems, Micro-frontend patterns, PIM platforms, Vuetify, Bootstrap

Data & Protocols: MongoDB, MySQL, MQTT, WebSockets, RabbitMQ

Leadership: Team building, Agile / Scrum (5 yrs), Code review, Mentoring, Technical scoping

Languages: Italian (native) · English (advanced / professional)

EDUCATION

MSc in Computer Engineering · [Università di Pisa](#)

2006 – 2010 | Pisa, Italy

Thesis: Non-uniform caching algorithms for MESI CMP Re-NUCA 2nd-level caches, focusing on cache performance optimisation in multi-core processor systems.

BSc in Computer Engineering · [Università di Pisa](#)

2001 – 2005 | Pisa, Italy

Thesis: Barcode and scanning algorithms, with a focus on efficiency and performance, predating the widespread adoption of QR codes.

REFERENCES

References are available upon request for each position listed above.