

# Irina Balanel

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## PROFESSIONAL SUMMARY

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- **Full-stack Web Developer with 3 years of software development experience**, skilled in React, JavaScript, MERN stack, and API integrations, currently building FramerCommerce, an SDK-like SaaS plugin that integrates Shopify with Framer to power customizable, high-performance e-commerce storefronts
- Background in leading cross-functional Agile teams as a Product Manager and Scrum Master, with a strong understanding of the full software development lifecycle
- Hands-on UI/UX experience, applying design thinking to build intuitive, user-centred web applications
- Curious and fast learner, recognized for academic excellence with a 4.0 GPA in Web Development at Humber

## PROFESSIONAL SKILLS & CERTIFICATIONS

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- **Tech Stack:** MERN (MongoDB, Express, React, Node.js), JavaScript, HTML, CSS, jQuery, Jasmine, Pug, JSON, JWT, Bcrypt.js, PHP, Laravel, C#, ASP.NET, SQL, Mongoose, databases (MySQL, MongoDB), CMS (WordPress, Joomla), CSS frameworks (Tailwind, Bootstrap)
- **Tools:** Visual Studio Code, Visual Studio, Cursor, GitHub, Bitbucket, MAMP, Firebase, Cypress, Postman, Figma, Framer, Jira, Confluence, Miro, Linear, Notion, Slack, Tag Assistant, Meta Pixel Manager, Google Ads
- **Courses & Certifications:** [Professional Scrum Master I](#), Scrum.org, 2022

## WORK EXPERIENCE

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**Framer Commerce** - Toronto, Canada

01/2025 - Present

### Web Developer

- Enhanced Shopify – Framer integration by contributing to FramerCommerce, a plugin adopted by 4,000+ merchants, recognized in 2025 as a leading e-commerce storefront solution
- Expanded the component library from 27 to 44 customizable React components, adding region-aware, multi-currency, and localized checkout features that enabled seamless global shopping experiences
- Migrated backend to Shopify Storefront GraphQL API and refactored plugin script architecture, adding versioning and backwards compatibility, which improved stability and reduced load times by 20%
- Expanded Firebase Firestore-backed settings by extending data models, CRUD helpers, and validation, ensuring user preferences were reliably saved and displayed in the UI
- Implemented event tracking for Meta Pixel, Google Analytics, and UTMs in React components, providing merchants with deeper conversion analytics and actionable marketing insights
- Assisted premium customers in configuring Shopify stores for compliance, setting up Framer components, and troubleshooting integration issues, ensuring production-ready storefronts
- Collaborated in an Agile/Scrum team of four, performing sprint planning, QA testing, using Git workflows for collaboration, to deliver high-quality features aligned with roadmap priorities
- Contributed to product documentation that improved onboarding and helped clients launch faster

**BK Olimp** - Moscow, Russia

10/2020 - 12/2022

### Product Manager

- Oversaw the full SDLC of web and mobile applications, managing two cross-functional Scrum teams
- Conducted design reviews for UI/UX best practices, delivering pixel-perfect, user-friendly Android and iOS interfaces, contributing to the app's nomination for "Best Mobile Application 2021"
- Owned multiple CMS launches by creating specifications, user stories, and acceptance criteria, ensuring high-quality product standards through code reviews and HTML and CSS adjustments in WordPress
- Maintained product quality by performing QA testing, troubleshooting issues with Chrome DevTools, and validating code with online validators for cross-browser compatibility and error-free functionality

- Guided task grooming in Jira using Planning Poker to prioritize features and streamline UI/UX implementation
- Managed version control and product releases on GitHub, tracking code changes and overseeing deployment
- Facilitated Scrum ceremonies and promoted Agile practices to improve team collaboration, project delivery

**DongBei Information Technology, Cowork.dev** - Remote, Dalian, China

01/2021 - 4/2021

#### Freelance Designer

- Designed a fully responsive landing page and self-service admin panel for the software development agency
- Collected business requirements and translated them into lo-fi and hi-fi interactive UI prototypes in Figma

## DEVELOPMENT PROJECTS

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- Completed a large-scale [Graduation Project](#): a production-ready MERN stack appointment booking app with a client site, a provider dashboard, and an admin panel, executing the entire SDLC from requirements to deployment. It includes API design, Calendly API, authentication, authorization, and a responsive React UI
- Developed a [Cleaning Pipeline](#) on the ASP.NET MVC (C#), with Entity Framework and LINQ for API design. Expanded into a [Household Management System](#), with additional CRUD operations, filters and authorization
- Built and deployed a responsive [travel planning website](#) using Node.js, Express, and Pug. It combines REST Countries API, YouTube Data API, and Unsplash API. It also features tabs by region and search by country
- Created a [Meal Generator](#) with JavaScript DOM manipulation, jQuery, CSS, and HTML, with iterative development and testing. Showcased as an example for students due to its well-structured and quality code

## EDUCATION

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**Humber Polytechnic** - Toronto, Canada

2024 - 2025

Ontario Graduate Certificate with Honours - Web Development, GPA 94.4/100

**Jean Monnet University** - Saint-Étienne, France

2018 - 2020

Master's Degree with Honours - Education Sciences, GPA 16.15/20