

Anastasiia Melnyk

Frontend Engineer · React · Next.js · TypeScript · AI-Driven Products

SUMMARY

Frontend engineer with production experience building AI-driven SaaS products and e-commerce platforms in Germany. Finance graduate with a sales background — I understand the business behind the product, speak the language of stakeholders, and ship features that move metrics.

CONTACTS

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TECH STACK

Core Stack: JavaScript & TypeScript, React 18, Next.js (App Router), HTML5, CSS3, SCSS
AI & LLM: Vercel AI SDK, OpenAI API integration, LLM-driven UI patterns, Claude Code
State & Data: Zustand, Redux, React Query, REST APIs
Styling & UI: Tailwind CSS, shadcn/ui, Material UI, CSS Modules, Responsive Design
Testing & Tools: Jest, Git, GitHub, Webpack, Docker (basic)
Backend (basic): Node.js, Express.js, MongoDB
Domain knowledge: Fintech, E-commerce, EdTech, B2B SaaS

EXPERIENCE

FRONTEND ENGINEER 08.2024 — 10.2025

Pinktum, Hamburg, Germany

E-Learning Platform & Innovative AI Coach for Developing Personal Skills

- Built reusable UI components for an AI-powered coaching platform used across enterprise clients (Next.js, TypeScript)
- Implemented streaming-ready component architecture aligned with the platform's LLM-driven coaching engine
- Integrated RESTful APIs and optimized data handling to improve frontend performance in a live SaaS environment
- Conducted code reviews, agile sprint planning, and systematic bug resolution across cross-browser environments

FRONTEND ENGINEER 07.2022 — 06.2023

Neuland - Büro für Informatik, Bremen, Germany

E-commerce Web Application

- Delivered frontend for a high-traffic e-commerce web application — reusable component library, responsive layouts, REST API integration
- Primary point of contact with the client during development: gathered requirements, presented iterations, incorporated feedback directly into implementation
- Worked within a structured agency workflow: Git branching strategy, peer code reviews, QA handoffs

KEY ACCOUNT MANAGER 06.2019 — 05.2022

MIRS Corporation, Kyiv, Ukraine

- Managed strategic partnerships with Ukraine's top e-commerce platforms, owning full commercial cycle: negotiations, contract management, and account growth.

SALES AND PROCUREMENT 09.2010 — 06.2019

Across multiple companies, Kyiv, Ukraine

EDUCATION

- Web Development — Upskilling Course ReDI School, Hamburg, Germany 03.2024 — 06.2024
- Frontend Development Course. DAN.IT Education School, Kyiv, Ukraine 01.2022 — 03.2023
- Central Ukrainian National Technical University 2005 — 2010
Faculty of Economics and Entrepreneurship specializing in Finance

Reference

Ms. Anastasiia Melnyk, born on June 11, 1988, was employed in our IT department as a Frontend Developer from August 1, 2024, to October 31, 2025.

PINKTUM is a leading provider in the field of digital learning. Over the past years, the company has undergone strategic development and now operates as a SaaS (Software as a Service) provider, offering not only award-winning video-based e-learning content but also innovative AI-driven solutions — including a digital coach designed to support employees across organizations in developing their human skills.

PINKTUM is the brand name of Pink University GmbH, founded in 2010. With more than 150 employees across 16 locations worldwide, the company is headquartered in Hamburg and Munich. The CEO is Joachim Pawlik, and the company is part of the PAWLIK Group.

In her role, Ms. Melnyk was responsible for the following tasks:

- Developed and implemented modern, reusable UI components based on company design systems and branding guidelines
- Built responsive and accessible user interfaces using React and Next.js
- Managed application state and implemented dynamic routing to improve usability and maintainability
- Optimized frontend performance and ensured cross-browser compatibility
- Integrated interactive guided-tour features to enhance user experience
- Collaborated closely with UX/UI designers, backend developers, and QA teams
- Conducted code reviews and contributed to continuous improvement of frontend architecture
- Participated in sprint planning and other agile team processes

Ms. Melnyk possessed comprehensive and versatile technical expertise, which she consistently applied effectively in practice. Thanks to her keen analytical skills and exceptional grasp of complex matters, she was always able to quickly understand challenging situations and find appropriate, effective solutions.

She consistently demonstrated exemplary initiative and full commitment to her tasks and to our company. Her exceptional motivation and enthusiasm for her work were particularly noteworthy. Even under high workloads, Ms. Melnyk proved herself to be highly resilient and reliable.

She performed all her duties independently, with great care and clear strategic thinking. Her approach was consistently calm, focused, goal-oriented, and precise. The quality and quantity of her work were always of a very high standard.

Ms. Melnyk was always highly dependable. Even when facing demanding tasks and challenging conditions, she consistently achieved excellent results. In summary, we were always fully satisfied with her performance.

She was greatly valued for her friendly and balanced personality. Always cooperative and considerate, she was willing to put company interests before her own when necessary. Her conduct towards supervisors, colleagues, and clients was consistently impeccable.

Ms. Melnyk resigned from her position effective October 31, 2025. We regret her departure and thank her for her consistently excellent performance and the always pleasant collaboration. We wish her all the best and continued success in both her professional and personal future.

Hamburg, October 31, 2025



Joachim Pawlik
CEO



Christian Hencke
VP People and Transformation