

Illia Panasenکو

Senior Frontend Engineer

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PROFILE

Senior frontend engineer with 15+ years in web development and 11+ years at Wix. Builds product UI and frontend architecture for large-scale systems, with a track record of leading ambiguous technical work across teams.

EXPERIENCE

2014 – Present / Wix

2022 – Present / Senior Frontend Engineer / Amsterdam

- Core contributor to Wix Bookings on web, building business-dashboard flows that let users manage bookings, even without building a full site. Extended booking management to Wix One App using React Native.
- Led frontend architecture improvements across Wix Payments monorepo, enhancing developer experience and build infrastructure. Helped integrate Wix Payments into Base44.

2019 – 2022 / Tech Lead, Editor / Dnipro

- Led major infrastructure redesign of Wix Editor's Add Panel, the primary component discovery interface. Delivered improved extensibility, maintainability, and testability while streamlining developer contribution workflows. Contributed to Wix Editor 2.0.

2014 – 2019 / Frontend Developer => Tech Lead, Media Cloud / Dnipro

- Tech lead on media product surfaces, including Media Manager, used by all Wix users, plus Wix Video and Video Maker; started products from early stages and built Media Manager SDK capabilities for custom media upload and management UIs. Also contributed to Wix Music.

2010 – 2014 / Maxymiser / Frontend JavaScript Developer – Dnipro

- Built client-side JavaScript, HTML, and CSS implementations for A/B and multivariate testing, personalization, recommendations, and customer-experience optimization campaigns.

SKILLS

Core – Frontend architecture / Design systems / Build & CI infrastructure / Product UI / Cross-team technical leadership

Languages & Markup – TypeScript / JavaScript / HTML / CSS

Frameworks – React / React Native

Testing – Jest / Vitest / Puppeteer / Playwright

Tooling & Practices – Turborepo / Monorepos / CI/CD / Developer experience (DX) / SDK design / A/B testing

EDUCATION

2006 – 2011 / Oles Honchar Dnipro National University / Specialist, Applied Mathematics

LANGUAGES

English – Professional Working Proficiency

Ukrainian – Native

Russian – Native