

Maksim Edush – Technical Manager

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Ho Chi Minh City, Vietnam

Bio:

Technical Product Manager + Backend Developer with 15 years of experience (JAVA / GoLang / PHP), worked with applications from small single-page web app to large high load e-commerce platform.

At the beginning of career worked with applications like single web page monitors as well as different complex applications using some Fourier Transformation to clean the voice in the Flash Application.

In the Lazada Tech Hub (Alibaba Group), participated in design, implement and support applications, starting from small stress-relief toy to covering the whole domain (ratings and review system) and onboard/integrate external partners like Starbucks, Vexere, Viettel, VIB, Citi.

Recognized for positive mindset, “go-to-person” approach and high rate of projects, delivered in time and bringing value. Last year our team was awarded with “Business Value Award” inside Lazada Tech Hub.

Professional Competencies:

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|----------------|-------------------|---------------------|--------------|
| • Java | • DB design | • REST API design | • Loyal |
| • GoLang | • xSQL | • Security | • Reliable |
| • Php | • JPA / Hibernate | • Agile / Scrum | • Positive |
| • C# / Asp.Net | • Unix shell | • TDD understanding | • Commitment |

Education:

Taganrog State University of Radio Engineering
Master degree

Taganrog, Russia
2005-2011

Professional Experience:

Lazada Group
Technical Project manager / Back-end developer

Ho Chi Minh City, Vietnam
Jun 2015 – Present

Lazada is one of leading companies in the SEA e-commerce. Operating directly in 6 countries, provide support for 7 more.

Responsibilities:

- Communicating with Project owners, organizing PRD / BRD review process, design solutions, translating it into technical requirements.
- Implement solution by myself or together with team. Switching roles between TPM, Technical PIC and Developer.
- Provided technical guidance and support during SIT / UAT and after release phases.

Achievements:

- F&B Distributor Onboarding Project:
 - Successfully deployed mini-program applications within e-Commerce for third parties.
 - Contributed to UI/UX improvements, leveraging experience to enhance customer shopping experience.
 - Provided full team support, adhered strictly to security guidelines, and initiated development ahead of legal arrangements.
- Banking Partner: CoBrand Project:
 - Deployed an eKYC solution, achieving 51k new applications and 2.3k approved cards.
 - Acted as a POC between Banking Partner and e-Commerce, demonstrating enhanced project ownership and proactive communication skills.
 - Launched V2.0, decreasing pending eKYC and increasing completion rates from 2x% to 3x%.
 - Achieved significant improvements in user flow, completion rates, and monitoring processes.
 - Set up integrations with regulatory API, reporting essential business data for compliance.
- F&B Distributor Modern Trade Partner & e-Commerce:
 - Led a co-membership project resulting in 860+ users using the solution within the first week.
 - Managed the project as a project manager and backend developer, ensuring successful deployment and responsibilities.
- Integration for Cash on Delivery (COD):
 - Reduced failed deliveries, improved cash handover productivity, saving \$20k/month in cash collection.
 - Achieved a 3.8% adoption rate of the Payment Partner feature.
 - Partner Bank from Thailand: Successfully deployed a new payment method to improve the delivery success rate for a Thai partner bank.

- Integrated e-Commerce Wallet payment to Cash on Delivery seamlessly, ensuring a 100% success rate
- QR Code Generator & Screenshot Automation:
 - Automated screenshot tool for desktop and Android, solving manual capture issues.
 - Developed a QR code system for couriers, meeting government requirements efficiently
- Management:
 - Acknowledged for delivering key projects, maintaining a positive warrior spirit, and offering valuable ideas for innovation.
 - Delivered projects successfully, specifically driving significant improvements in tech support and project completion rates.
 - Acknowledged as the main PIC for the localization tech model, delivering valuable initiatives and enhancements, identified areas for potential improvement in leading topics and pursuing larger impactful projects.
 - Acknowledged for excellent communication and support, contribution to critical solutions during COVID-19, and positive teamwork.
 - Identified for continuous improvements in projects, innovation, and support for the team's overall success.
 - Praised for professional adaptability during remote work, spreading motivation, and active engagement in various initiatives.
 - Highlighted valuable project contributions, including financial savings, productivity enhancements, and successful integrations.
- Dashboard Redesign:
 - Enhanced seller awareness, increased content/image rates in reviews, and monitored seller metrics successfully.
 - Achieved an increase in reviews with media content from 8% to 11%.
 - Reduced active seller products without reviews to an average of 15% from 30-40%.

Lazada Group
Senior / Junior PHP developer

Ho Chi Minh City, Vietnam
Dec 2013 – Jun 2015

Lazada was one of the first big e-commerce startups in SEA.

Responsibilities:

- Design and implementation of web-based back-end components that are high-performing and scalable.
- Maintaining code quality and component architecture.
- Hunting bottlenecks and improving performance of the application
- Diagnosing issues on live servers and solving them.

Achievements:

- Reduced network downtime by 30% through the implementation of proactive monitoring tools.
- Successfully executed a major network upgrade project, resulting in a 25% increase in overall network performance.
- Recognized for exceptional delivery and technical expertise, receiving the "Employee of the Year" award in 2014.

Avia-OK LLC
Asp.Net developer

Taganrog, Russia
Mar 2013 – Dec 2013

Avia-OK International is a technology company based in Russia and in the United States, offering effective applications and customized IT solutions for the aerospace industry, hardware and software development.

Responsibilities:

- Developer of the ASP.Net website for the "SvobodaSlova" company (like Duolingo).
- Write Flash application for recording voice and clean it using Fast Fourier Transformations with ActionScript.
- Worked on asynchronous dictionary player.
- Transfer data, views and forms from Sharepoint 2007 to Sharepoint 2010 system.

WildMax LLC
Co-founder, developer

Taganrog, Russia
Dec 2011 – Mar 2013

AviaOK International is a technology company based in Russia and in the United States, offering effective applications and customized IT solutions for the aerospace industry, hardware and software development.

Responsibilities:

- Develop different applications, mostly in e-commerce sphere (using frameworks like UMI.CMS / Wordpress / Joomla).
- Participated in developing android applications for early versions on Android tablets.
- Learn team management skills.
- Learn delegation skill.

Dux Soft was a company mainly built to support the INPROV / EVRAS metal-processing company and support electronic document exchange

Responsibilities:

- Write the code base on the requirements from business
- Solve issues and work as a second line of customer support

Achievements:

- Supporter for existing internal solutions (ECM Acta, electronic company management system). System used on the INPROM company network.
- Developer for analytical report system viewer "KPI monitor", web-based application for KPI tracking for the company's top management. It was specially optimized for viewing on mobile browsers (Win Mobile, iPhone).
- Main developer for system of TM: University (<http://www.tnavt.ru/>) Automation of municipal, commercial and non-profit organizations. Built with MsAccess + VB

Additional Information

Languages: Fluent English, Native Russian

Interests: Electronics, Merging technologies, DIY projects