

KAROL CHROBOK

Frontend Developer · React / Next.js / TypeScript

I craft code with AI — simple, consistent, considered

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PROFILE

Frontend developer with ~3 years building a production, multi-tenant international rental marketplace across ~60 language markets. Responsible for revenue-critical areas: CRO/experimentation, payments, search, i18n, SEO. Growing toward fullstack.

EXPERIENCE

Frontend Developer — Sology Software House

Aug 2023 – Jul 2026 · B2B/self-employed · Remote

Contracted through Sology Software House to a client's product team as one of 3–4 frontend developers on a greenfield, multi-tenant/multi-brand international rental marketplace (~60 language-market locales, incl. RTL), monetized via subscriptions. Daily code review, close work with the backend (Ruby on Rails), design and business stakeholders.

- Grew from a junior with **no React/Next.js experience** into the owner of **revenue-critical areas** (registration & subscription funnel, payments, CRO) on a live international product — learning the entire core stack in production, at ~60-market scale.
- Implemented **~52 A/B experiments in GrowthBook** across the registration and subscription funnel — building variants defined with the product and business side, shipping winners as defaults, and removing losing-experiment code.
- Integrated payment gateways (**Rebilly framepay, Apple Pay, PayPal**) and built the end-to-end **subscription flow** — checkout at the "Contact Landlord" conversion point, cancellation/reactivation, invoices, and the subscription dashboard.
- Architected **internationalization for ~60 language-market locales** (Lingui + Crowdin) with **full RTL support** (Arabic, Hebrew) and rolled out new markets/domains (DE, AU, CA).
- Migrated **legacy country platforms** (DK, NL, GR, BE, IT, CZ, FI) to the new product via **permanent 301 redirects and canonicalization**, preserving organic traffic during high-reach changes.
- Launched a **second consumer brand** as a white-label product on the existing multi-tenant architecture — homepage, registration, payment flow, and tenant configuration — reusing infrastructure instead of duplicating it.
- Consolidated a fragmented search into a **single search component tree** and shipped "filtering experience v2", recent searches, sorting, and an **AI natural-language search** experiment.

Stack: TypeScript, React 18, Next.js (App Router), Tailwind CSS, Radix UI, Storybook, Lingui + Crowdin, GrowthBook, Rebilly, react-hook-form + Zod, Leaflet, Redis, next-auth, AWS (S3, CloudWatch, Parameter Store), Sentry, Jest, Playwright, Docker, GitHub Actions.

Junior Frontend Developer — Meetmedia Sp. z o.o.

Dec 2019 – Aug 2020 · Remote

- Delivered the **complete visual layer of bezytyteczna.pl** — a well-known Polish content portal (user-generated trivia, topic categories, community ranking, comments) — hand-coded from Photoshop designs and wired to the site's logic and API; still running unchanged in production six years later.
- Built and maintained client websites end-to-end — hand-coded semantic HTML / Sass / JavaScript layouts from Photoshop designs, without a framework.

SKILLS

Languages	TypeScript, JavaScript, HTML, CSS / Sass
Frameworks & UI	React 18, Next.js (App Router), Tailwind CSS, Radix UI
Design to code	Figma (daily work — implementing UI from designs), Storybook, design systems
Testing	Jest, Playwright
i18n & Experimentation	Lingui + Crowdin, GrowthBook (A/B & feature flags)
Backend & Data	Node.js, Ruby on Rails, REST APIs
Infra & Tooling	Git, AWS (S3, CloudWatch, Parameter Store), Sentry, GitHub Actions, ESLint / Prettier

OTHER EXPERIENCE

Programming Instructor — Laboratorium Robotyki · Sep 2020 – Feb 2023

Taught programming to children on LEGO Education kits (WeDo 2.0, SPIKE Prime, EV3) — from building a robot to programming it with Scratch-based blocks.

PROJECTS

Developer's journal — daily coding log on Instagram (instagram.com/chrobok.dev), since Jan 2023.

EDUCATION

VIII LO w Katowicach · 2013–2016 (secondary school). Self-taught path into IT.

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