

Anton Vaniukov

20+ Years' Experience | Lead Web Engineer | Senior Software Engineer

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PROFILE SUMMARY

Senior Software Engineer and Lead Web Engineer with 20+ years' experience in enterprise web platforms, publishing systems, headless CMS, static site frameworks, custom development and performance optimisation. Has held senior engineering and development leadership roles, supporting clients including Microsoft, Yahoo, Diebold and Google. Brings capability in PHP, JavaScript, React, REST APIs, CI/CD, debugging, integrations, Sanity, Statamic, Astro, Next.js and applied AI workflows. Known for translating business requirements into technical roadmaps, working closely with product and stakeholder teams, and delivering scalable, production-ready solutions. Has led teams of 25+ developers and improved release cycles from 12 months to 4 weeks.

SKILLS

Professional Skills

Software Engineering | Web Engineering | Scalable Web Systems | Performance Optimisation
Enterprise Platform Engineering | Platform Architecture | Requirements Translation
Complex Problem Solving | Code Review | Media Workflows | Applied AI Work Design

Technical Skills

Web Engineering: Custom Plugins | Gutenberg | REST APIs | WooCommerce | Multisite | Migrations | Media Workflows | Performance Optimisation
AI & Automation: LangGraph | LangChain | OpenAI API | Azure AI Vision | Google Vertex AI | Hugging Face | fastai | Model Context Protocol | n8n
Languages & Frameworks: PHP | JavaScript/TypeScript | React.js | Laravel | HTML | CSS | Node.js
Systems & Integrations: Azure API Integration | Third-Party APIs | Content Ingestion | Metadata Pipelines | Headless CMS | Next.js | Astro | Cloudflare
Quality & Delivery: PHPUnit | Codeception | Cypress | PHP CodeSniffer | Code Review | CI/CD | GitHub Actions | Bitbucket Pipelines | Docker

CAREER HIGHLIGHTS

✓ Brings 20+ years' software development experience in enterprise web platforms, publishing systems, custom development and scalable product environments, with capability in PHP, JavaScript, and React, REST APIs.

✓ Delivered major enterprise projects for Microsoft and Yahoo/TechCrunch, including Microsoft editorial workflow automation and a 14,000+ video migration from Yahoo's legacy media platform to YouTube.

✓ Led distributed engineering teams of up to 25 developers, introduced Agile delivery practices, improved release cycles from 12 months to four weeks, and contributed to web products used by millions of websites globally.

CAREER PROGRESSION

The Code Company / Reaktiv

Staff-Level WordPress Engineering Contractor

2025 – Current

Fueled / 10up

Lead Web Engineer

2022 – 2025

WPMU DEV

Head of Development

2019 – 2022

Lead Developer

2017 – 2019

Developer

2017 – 2017

PROFESSIONAL EXPERIENCE

Staff-Level WordPress Engineering Contractor

Nov 2025 – Current

The Code Company / Reaktiv

Specialist web engineering agencies delivering enterprise publishing, platform development and technical delivery for Australian and US clients.

Contracted as a Principal Software Engineer, supporting enterprise publishing platforms, custom development, migrations, integrations and production-ready delivery for distributed agency teams and high-profile clients including ACM, Microsoft Start and Memberful.

- Supported enterprise publishing clients across scalable web platforms, migrations, integrations and production delivery.
- Delivered hands-on engineering in PHP, JavaScript, React, Gutenberg, custom plugins, themes, REST APIs, debugging, code review, production fixes and release-ready development.
- Worked with product owners, project managers, developers and client stakeholders to clarify requirements, identify dependencies and translate business needs into technical roadmaps.
- Collaborated with distributed international teams, supporting remote developers, project managers and client stakeholders in different locations and delivery models.

Key Achievements:

- Planned, built, tested and presented technical work for client-facing projects, ensuring solutions were maintainable, well-documented and ready for handover.
- Applied enterprise engineering practices across performance, security, compatibility, accessibility, automated quality checks, integrations, release readiness and production stability for complex publishing environments.
- Delivered engineering work for client projects including ACM, Microsoft Start and Memberful.

Lead Web Engineer

Sep 2022 – Nov 2025

Fueled / 10up

Fueled / 10up is a global digital agency delivering enterprise web, app development and publishing platform projects for major clients.

Appointed Lead Web Engineer, delivering enterprise web, editorial automation and media migration projects for major clients including Microsoft and Yahoo/TechCrunch.

- Headhunted into a Lead Web Engineer role, delivering enterprise web and app development projects for major global clients.
- Worked on Microsoft editorial platforms supporting product blog environments for Microsoft 365, Education, Azure and related content teams.
- Managed migration logic, metadata handling, validation and AI-assisted tagging workflows for a large archive of video content built up over 15 years.

Key Achievements:

- Built a Microsoft content automation platform using WordPress and Azure Queues to support content ingestion, filtering and multi-channel publishing.
- Led the TechCrunch media migration from Yahoo's legacy media platform to YouTube, personally planning, building, executing, testing and migrating 15,000+ videos.
- Architected WP Boost, a WordPress-aware Model Context Protocol server designed to improve AI-assisted engineering through versioned guidance, repeatable tooling and practical developer workflows.

Head of Development / Lead Developer

Mar 2017 – Aug 2022

WPMU DEV

WPMU DEV builds WordPress products and services used by large numbers of site owners, agencies and education-sector customers globally, including 65M+ downloads, 40K hosted sites and use by 35 of the top 100 universities in the USA.

Progressed from Lead Developer to Head of Development, leading distributed engineering teams, product delivery and release improvement.

- Managed and mentored a distributed engineering team of 25+ developers and site reliability engineers, while staying close to architecture, code quality, delivery risk and release readiness.
- Led development of high-scale products serving millions of users, including performance, media optimisation and platform tooling products.
- Partnered with product, QA, support and leadership teams, while keeping engineering decisions grounded in maintainability, performance and reliability.
- Delivered performance reporting and team KPIs to executive leadership, supporting more data-driven planning and resource allocation.

Key Achievements:

- Led development across WPMU DEV products and services with 65M+ downloads, 40K hosted sites and use by 35 of the top 100 universities in the USA.
- Introduced clearer Agile delivery practices, reducing long release cycles from up to 12 months to four weeks while improving scope control, development velocity and release predictability.
- Established CI/CD pipelines, automated unit testing, PHP CodeSniffer and security checks through Bitbucket, improving release stability and reducing production risk.
- Implemented coding standards, quality-control practices and automated checks that reduced beta versions and bugs per release by 35%, while improving maintainability, performance and reliability.
- Cut tooling costs by 40% through the Asana-to-Jira migration.

FURTHER EXPERIENCE

Head of IT

Sep 2013 – Aug 2015

JSC Leader Invest (AFK Sistema PAO)

- Managed IT operations, security compliance, enterprise procurement, vendor engagement and a \$1M+ annual technology budget for a corporate property/investment environment.

IT Project Manager

May 2012 – Sep 2013

RichartsMeyer Executive Recruitment

- Led web, e-commerce and IT infrastructure projects, including online shop delivery, corporate website development, vendor negotiations and branch-level technology support.

PROJECTS

Startup Accelerator Participant

Antler AU15 Cohort

- Selected for Antler Australia's AU15 startup accelerator cohort, joining 57 founders chosen from 2,000 applications. Gained exposure to product strategy, commerce, market positioning and early-stage venture development.

Open Source

AI Kanban Board

- Developed an AI-powered Kanban planning tool using LangGraph and LangChain, connecting to Git repositories to create isolated environments, generate plans, iterate on code and run build/test cycles for autonomous development.

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Founder

Eluxo AI

- Created an AI product image platform for product editing, scene generation and product-specific image model training, enabling branded visuals and simulated 360-degree product shoots from a single product image.

Founder

Fuzion AI

- Launched a production AI content and media automation SaaS platform, integrating DALL-E, GPT, SEO analysis, usage tracking, subscription flows, OpenAI, Azure AI Vision, Google Vertex AI, Cloudflare Workers and Cloudflare Images.

EDUCATION

MBA, IT Management

Moscow International Higher Business School MIRBIS

2012

Bachelor of Computing

Moscow State University of Instrument Engineering & Computer Science

Diploma Work: Application of Kohonen Neural Networks for Vibration Diagnostics of Rotary Equipment

2010

CERTIFICATES

Sanity Developer Certification

2025

Project Management Professional

Project Management Institute

2020

Microsoft Certified Professional (MCP)

2005

Cisco Certified Network Associate Course – Certificate of Completion

2005

CONFERENCES

Participant

WordCamp Europe, WordCamp Asia, Local Meetups, WordPress, Laracon 2024 & 2025

REFERENCES

Available Upon Request