

Marcel Reis Soubkovsky

Senior Frontend Engineer | React, Next.js, TypeScript

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Spanish Citizen

Professional Summary

Frontend engineer with six years of professional employee experience delivering React, Next.js, and TypeScript products across SaaS, automotive streaming, and enterprise field operations. Strong in frontend architecture, design systems, testing, performance, accessibility, internationalized interfaces, and API integration. Independent products add practical full-stack and AI experience without changing the core frontend focus.

Core Expertise

Frontend: React, Next.js, TypeScript, JavaScript, React Native, Storybook, Redux Toolkit, internationalization

Backend & Data: Node.js, Next.js API routes, PostgreSQL, Prisma, Neon, SQL, REST APIs, authentication, Redis

Product & Delivery: AI integrations, Stripe, webhooks, Design systems, performance, Playwright, Jest, React Testing Library, CI/CD, GitHub Actions, GitLab, Docker

INDEPENDENT PRODUCT EXPERIENCE

Founder & Product Engineer

Menuit | Remote | Aug 2025 – Present

- Founded and built Menuit, a full-stack AI digital-menu platform for restaurants that turns menu photos or documents into editable, translated online menus with printable QR codes.
- Owned the complete backend and product architecture, including PostgreSQL data models and Next.js/Node.js API routes for authenticated menu creation, editing, translations, analytics, plan limits, and public menu delivery.
- Implemented authentication, Stripe Checkout and subscription webhooks, Redis caching and rate limiting, file uploads, and AI-powered document extraction, translation, and image workflows.
- Launched the product in Nov 2025, three months after development began, grew it to approximately 15 active users, and engineered a measured 30-second account-to-live-menu workflow; achieved sub-one-second Lighthouse menu loads on simulated slow 3G.

PROFESSIONAL EMPLOYEE EXPERIENCE

Frontend Engineer

HiPeople | Berlin, Germany – Remote | Mar 2023 – Jun 2025

- Hired and informally led three frontend engineers, growing the frontend team to four while owning architecture, planning, standards, and client demos.
- Consolidated three separate applications into a Yarn workspaces monorepo and shared headless React/Storybook component library in two months.
- Accelerated feature delivery and streamlined quality checks by sharing components and running React Testing Library, Playwright, and Jest suites across all applications from one repository.
- Improved perceived performance with React.lazy, Suspense, memoization, and profiling on a Vite and React Router stack.
- Owned Node.js AI backend pipelines for video-interview-question generation and resume screening, with PostgreSQL-backed internal tooling; shipped the corresponding React workflows with custom hooks, optimistic updates, strict TypeScript, and React Spring animations; maintained GitHub Actions release workflows.

Software Engineer

ZYNC – Mercedes-Benz Video Streaming | San Francisco, USA – Remote | Aug 2022 – Jan 2023

- Built the Next.js and React frontend for a global in-car video-streaming application deployed in Mercedes-Benz electric vehicles.
- Implemented authentication, dynamic routing, nested layouts, and locale-aware experiences for more than 10 languages.

- Optimized rendering for constrained in-car systems with Apollo Client, SWR, memoization, and SSR/SSG patterns; documented reusable UI in Storybook.

Frontend Engineer

KleeGroup – Klee Commerce | Paris, France | Sep 2020 – Jul 2022

- Built a Sales Force Automation web application and its companion mobile frontend from scratch; the mobile product grew to daily use across more than 10,000 deployed devices.
- Defined the frontend architecture, Material UI design system, and reusable component library using React, TypeScript, Redux Toolkit, and custom hooks.
- Provided technical leadership to a delivery team of two engineers and one designer as the product expanded.
- Migrated the frontend from Create React App/Webpack to Vite, implemented GitLab CI/CD and Jest testing, and delivered responsive internationalized interfaces.

ADDITIONAL INDEPENDENT ENGINEERING EXPERIENCE

Frontend Engineer – Concurrent Client Projects

Freelance | Remote | 2014 – 2023

- Designed and delivered production websites and web applications with Next.js, React, Node.js, REST APIs, and Sanity CMS, including checkout, authentication, real-time dashboards, CMS workflows, SSR, SSG, and SEO.
- Built and shipped React Native applications with Expo, Redux, Firebase, WebSockets, Stripe payments, and authentication integrations to the Apple App Store and Google Play.

EARLIER ENGINEERING EXPERIENCE

R&D Software Engineering Intern, IRsweep AG (Feb 2020 – Aug 2020) - built interactive Qt dashboards and scientific visualizations with Python, Plotly, and Matplotlib.

Engineering Intern, Georgia Institute of Technology (May 2019 – Aug 2019) - built a React interface for live measurement data streamed by WebSocket from a Python backend.

Academic Software Engineer, University of Alaska Fairbanks (May 2015 – Aug 2015) - created patented educational software with AngularJS, Electron, Canvas rendering, and real-time experiments.

SELECTED OPEN SOURCE

NoriChat - full-stack AI chat application with streaming conversations, memory, document processing, authentication, and offline support; built with Next.js API routes, tRPC, Prisma ORM, PostgreSQL, Redis, Stripe, and NextAuth.

Local Comments - VS Code extension for line-level comments without modifying source files.

S3PIA - self-contained AI assistant with Docker, web UI, Telegram bot, memory, skills, and scheduled tasks.

FD-BPM - Python simulation of the Finite Difference Beam Propagation Method.

Contributions - React documentation and styled-components / css-to-react-native.

EDUCATION & DISTINCTIONS

MSc, Physics Engineering - CentraleSupélec, France | 2018 – 2020

BSc, Physics - Université de Pau, France | 2016 – 2018

Exchange Studies - University of Alaska Fairbanks, USA | 2014 – 2016

Engineering Studies - Universidade Federal de São Paulo, Brazil | 2013 – 2014

Fulbright Scholar (2014 – 2015) - Creator of patented Educational Multiflow software (2015)

LANGUAGES

English, French, Portuguese, and Spanish (fluent) | German (intermediate)