

Elena Khrustaleva

STAFF FRONT-END ENGINEER

0406 321 276

khrustaleva.elena@gmail.com

[LinkedIn](#)

Sydney

Australian citizen

Staff-level Frontend / Fullstack Engineer with 10+ years of experience leading complex product initiatives and driving engineering excellence across teams. Proven track record of owning ambiguous problem spaces, aligning cross-functional stakeholders, and delivering scalable solutions with measurable business impact. Passionate about design systems, developer productivity, and building high-performing teams with recent hands-on experience delivering LLM-powered product features and integrating AI tooling into engineering workflows..

SKILLS

Languages & Core

TypeScript, JavaScript (ES6+), SQL

Frontend & Product Engineering

React, GraphQL, Micro Frontends (MFE), Web Components

Design Systems, Storybook, Accessibility (WCAG 2.2 AA), Performance Optimisation

Backend & Distributed Systems

Node.js, REST & GraphQL APIs, gRPC

Cloud & Infrastructure

AWS, Azure, Docker, CI/CD (Buildkite), Serverless Architectures

Engineering Excellence

System Design, Scalable Architecture, Tech Debt Strategy, Testing (Jest)

Specification-Driven Development, Code Quality & Maintainability

AI & Emerging Tech:

LLM-powered product features, AI-assisted development (GitHub Copilot / Cursor), prompt engineering, AI product delivery

Leadership & Impact

Technical Leadership, Cross-team Influence, Stakeholder Alignment

Mentorship, Delivery Planning & Execution

LEADERSHIP AND IMPACT

- **Took ownership of stalled Single Select initiative** (previously behind feature flag), driving cross-functional alignment, closing UX gaps, introducing analytics, and leading successful production rollout
- **Established Assets domain tech debt strategy**, creating a centralised epic, visibility tooling, and prioritisation framework — enabling structured execution and improved engineering health
- **Led early-stage AI Assistant (Investigations & OSHA)** by defining scope, aligning stakeholders on success metrics, and driving delivery readiness ahead of formal ownership
- **Improved team effectiveness and delivery predictability** by restructuring ceremonies, introducing decision-tracking practices, and increasing transparency across Product, Design, and Engineering
- **Provided cross-team technical leadership across key initiatives** (Mobile RFID, Documents-Assets integration, platform improvements), ensuring alignment, execution, and successful delivery

EXPERIENCE



SafetyCulture, Hybrid — *Senior Software Engineer*

MARCH 2023 - PRESENT

Led technical direction for Assets domain (Assets, Issues, Investigations, Actions), influencing roadmap across multiple teams and stakeholders. Drove alignment between Engineering, Product, and UX on ambiguous problem spaces, translating business goals into scalable technical solutions. Mentored engineers and raised engineering standards across the team.

Achievements

- Led end-to-end development of AI Assistant for Investigations & OSHA, aligning cross-functional stakeholders and defining product direction in an ambiguous space - resulting in 15% increase in adoption
- Established a domain-wide tech debt strategy, introducing prioritisation frameworks and aligning stakeholders on long-term system health - reducing tech debt by 20% while maintaining delivery velocity



BILL, Remote — *Senior Software Engineer (Frontend)*

OCTOBER 2021 - DECEMBER 2023

I was working on a hybrid host / micro front end (MFE) application to uplift BILL user experience on account receivables part of the app including contributions to the design system web components.

- Uplifting the user experience in MFEs and host apps
- Working with existing REST and GraphQL API
- Solution design documentations and tickets breakdown
- Contributing to design system web components, improving accessibility

Previously I was working in the Integration team building UI pages at Invoice2go app.

- Xero / Quickbooks / MYOB integration
- Apideck unified platform

Achievements

- Refactored the codebase for the platform integration UI to reuse existing design system components which reduced the tech debt and improved maintainability of the code
- Fixed the design system library components issues to improve the accessibility of the UI to become WCAG 2.2 AA compliant



SEEK Learning, Melbourne — *Senior Developer*

APRIL 2014 - OCTOBER 2021

- Progressed from UI Developer → Senior Developer
- Contributed to platform migration from monolith to microservices
- Helped establish design system and shared component library
- Delivered features supporting high-traffic consumer platform

Achievements

- Expanded and optimised internal search API (LMIS), increasing cross-product traffic by 15% (including mobile)
- Led decoupling of UI and API from Sitecore monolith, enabling faster iteration and large-scale frontend evolution
- Contributed to establishing shared component library (Storybook), significantly improving development velocity across teams
- Designed and implemented data ingestion pipelines (crawling bots) to improve real-time content accuracy and user trust

- Migrated external blog platforms to in-house Azure infrastructure, reducing costs by \$30K annually



Independent Consultant - Frontend / Product Engineering

APRIL 2007 - PRESENT

Delivered end-to-end product and frontend solutions, combining engineering, UX, and product thinking to drive user growth and engagement.

Achievements

- Led development and design of a mobile product (property trading game), increasing user acquisition by 2x and improving retention by 20%
- Designed frontend architecture and user flows, balancing performance, usability, and rapid iteration
- Partnered with stakeholders to define product requirements and deliver scalable solutions



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EDUCATION



Master of Computer Science - Samara State Aerospace University

SEPTEMBER 2009 - JULY 2010



Bachelor of Computer Science - Samara State Aerospace University

SEPTEMBER 2002 - JANUARY 2008