

Denis Orlov

Principal Front-End Platform Engineer · Remote B2B · Part-time or full-time

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Summary

Principal front-end engineer for React platforms, design systems, performance and the release infrastructure around them. Works across browser architecture and backend boundaries when the product requires it.

Experience

FreakoutAI Mar 2025 – present

CTO & Founder

United Kingdom · Remote

Built the product end to end, AI 3D generation and immersive showrooms for e-commerce: the architecture, the interface, and everything underneath both.

- Company award: Digital StartUp of the Year (South West), UK StartUp Awards 2026, from 2,000+ entrants across 22 categories.
- Introduced document-driven development, backed by automated checks, and wrote the standards the repositories run on.
- Nineteen locales, two of them right to left, which meant mirroring the layout rather than translating strings into a left-to-right frame.
- Developed a Three.js WebXR runtime with headset entry, controller input, teleportation, collision and safe spawn.
- Live on the Shopify App Store since January 2026.

Infinite Reality (formerly Landvault)

Dec 2023 – Mar 2025

Principal Engineer

Contract · London · Remote

Led architecture and front-end development for the platform, across 15+ AI and Web3 projects.

- Mentored a team of 10 engineers, and set the code standards and the review process they worked to.
- Owned the release pipeline and platform stability.
- Set the Next.js architecture and the conventions the codebase was held to.
- Stayed in the Principal role through Infinite Reality's US\$450M all-stock acquisition of Landvault.
- *"Denis has an incredible eye for UX and design."* — Michael Copeland, Lead Software Engineer at Landvault, direct manager

Landvault

July 2022 – Dec 2023

Senior Frontend Developer

Contract · London · Remote

Front-end delivery on the platform as the product moved from advertising into immersive 3D and Web3 experiences.

- Built and owned the shared component library the rest of the team built on.
- Built the front end for the platform's browser-based metaverse projects.
- Led immersive projects and mentored the engineers working on them.
- *"...his ability to take complex UI challenges and turn them into elegant, well-thought-out solutions."* — Mo Hussain, VP of Product, direct manager

Admix (merged into Landvault)

Dec 2021 – July 2022

Senior Frontend Developer

Contract · London · Remote

Front-end for the advertising platform, on the admin and internal side.

- Owned the admin surface and the internal tooling the rest of the team worked in.
- Built the platform's Web3 integrations.
- Carried the work through the merger into Landvault.

TrueCare24

Dec 2018 – July 2022

Lead Full Stack Developer

Contract · San Francisco · Remote

Led development of telehealth tools through the pandemic, including a digital vaccination passport and regional registration systems.

- Owned technical delivery and deployments across a fully remote team.
- Established the coding standards and the automated test suite, and mentored the developers working to them.
- Ran hiring and onboarding on the engineering side.

Universal Technical Systems

Dec 2015 – Nov 2018

Director of Front-End Engineering

Full-time · Remote

Led front-end engineering for national-scale vehicle inspection and diagnostics platforms across Russia and the CIS.

- Built the inspection system adopted by 500+ service centres.
- Integrated the interface with diagnostic hardware.
- Delivered a document and payment management system used in 200+ facilities.
- Set the front-end architecture the team worked to.

Freelance

July 2013 – Dec 2018

Full-Stack Engineer

Self-employed · Remote

Independent practice, several clients at a time, alongside an in-house engineering lead role.

- Delivered 50+ full-cycle projects, from first commit to production.
- Built sites for World of Tanks, Sokolov Jewelry, Moscow State University and Russian Railways.
- Built regional medical appointment booking platforms used across Russia.
- Modernised legacy codebases and kept them running.
- Ran the design side as well: client interviews, wireframes, high-fidelity mockups, then the build.

Skills

Core: TypeScript, JavaScript, React, Next.js App Router, SSR, Node.js, Express

Front-end: Tailwind CSS, Material UI, HeroUI, styled-components, Jotai, SWR, Framer Motion, PWA

Architecture: Design systems, component libraries, release pipelines, front-end performance, technical leadership, mentoring

3D: Three.js, WebGL, React Three Fiber, Unity, three-mesh-bvh

XR: WebXR, React Three XR, VR headset input, controller input

Backend & data: REST, GraphQL, Prisma, MongoDB, PostgreSQL, Redis, WebSockets

Cloud & delivery: AWS ECS Fargate, ALB, CloudFront, S3, Route 53, ACM, WAF, SES, SQS, EventBridge, CloudWatch, ECR, Parameter Store, Docker, Turborepo, Vercel, GitHub Actions

AI: LLM integration, agent orchestration, supervisor and guardrail patterns, content provenance, C2PA, EU AI Act readiness

Web3: Sign-In with Ethereum, viem, wagmi

Commerce: Stripe, Shopify App and Billing

Also: Python, Figma

Education

Adyge State University, Specialist Diploma in Applied Mathematics and Informatics — five-year programme – Maykop, Russia

2010 – 2015

Languages

English — professional working proficiency, used daily at work. Russian — native.