



VLAD BUBENKO

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Based in San Francisco
Authorised to work in the US

SPECIALTIES: UX/UI Design, MarTech, Web Development, Marketing Automation Architecture, Analytics & Attribution, CDP Management, and AI Agent & Prompt Engineering

SUMMARY

Engineering Manager & MarTech Architect at the intersection of high-performance front-end engineering and data-driven growth. Leveraging a dual foundation in Computer Science and Graphic Design, I build scalable, high-conversion systems that bridge the gap between engineering, design, and marketing to drive measurable bottom-line results.

EXPERIENCE PROFESSIONAL

MasterClass

10/2023 - Present

Manager, Front-End Engineering (LCM)

San Francisco, CA

Engineered Lifecycle Marketing solutions that successfully scaled total attributed revenue to 25% across the entire product suite. Directed the MarTech (LCM) architecture and end-to-end implementation for core subproducts, including Certificates, On Call, Coach, and Executive.

Associate Front-End Engineer

07/2021 - 10/2-24

Achieved a 60% improvement in mobile page load speeds through the development of a dynamic landing page system, directly increasing conversion efficiency for paid ads. Modernized core email design systems, driving significant improvements in user click rates and bottom-line conversions. Launched and scaled three major subproducts: Sessions, Series, and Enterprise.

Mito Pop (Contract)

05/2021 - 03/2024

Lead Front-End Engineer

San Francisco, CA

Led front-end development for a high-growth portfolio of AI and Biotech innovators, including Ultrasound.ai, CERo, Novaresp, and Kyverna. Architected investor-ready digital platforms for several clients, directly supporting their transition from private entities to successful IPOs.

Frey Design

06/2020 - 06/2021

Front-End Web Developer / Graphic Designer

Chicago, IL

Implemented a domain-driven design that modernized applications, ensuring technical structures were aligned with business logic and long-term scalability. Engineered and optimized high-performance web apps utilizing a full-stack WordPress environment (PHP, MySQL, JavaScript).

EXPERIENCE ACADEMIC

Lindenwood University

09/2018 - 03/2020

Part-time Tutor (Fall & Spring Semesters)

St. Louis, MO

Courses Taught:

- Print Design • Web Design (I, II, III) • UX & UI Design • Programming Logic
- Applications for Mobile Devices • Computer Science (HTML/CSS, Javascript, PHP, C++)

EDUCATION

BA, Interactive Media and Web Design, Graphic Design

LU Cum Laude Grand

Lindenwood University

NAIA Scholar-Athlete Reward

MS, Computer Science

West Ukrainian National University

Researched semantic web technologies to develop a web-based knowledge portal
Student-Athlete (Swimming)

BS, Computer Engineering

West Ukrainian National University

TECHNICAL SKILLS

UX/UI: Adobe Creative Cloud, Figma, Illustrator, Design Systems.

WEB: CSS, Tailwind, Bootstrap, WordPress, Node.js., JavaScript, GSAP, SQL, API, PHP Git, Zapier.

MARKETING: Iterable, HubSpot, Salesforce, CDP (Segment), Google Analytics, GTM, Instapage.

AI: Agent Engineering, OpenAI, Anthropic Claude, MCPs, Human-in-the-loop Design, Personalization.

AWARDS

The Webby - Best Education Website, Really Good Emails, Employee of the Month (MasterClass)