

## Russell Trzaska

Frontend Engineer | Next JS | React | Web3

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### Professional Summary

Results-driven Frontend Engineer with 5+ years of experience building and shipping high-performance web applications. Specialized in React, Next.js, and Firebase, with deep expertise in scalable UI architectures, API integrations, and performance optimization. A crypto-native developer and avid Coinbase user since 2017, bringing firsthand knowledge of the Web3 and fintech ecosystems to the development of crypto marketplaces, payment systems, and decentralized applications. Passionate about creating secure, user-friendly, and innovative digital experiences at the intersection of blockchain and finance.

### Technical Skills

**Frontend:** React, Next.js, JavaScript (ES6+), Tailwind CSS, TypeScript, ShadCN

**Design:** Figma, Photoshop, Canva, Premiere Pro, Flux Lora

**Backend:** Node.js, Python, Firebase, Sanity, AWS, MongoDB, Express, Postgres

**Tools & Web3:** Git, Vercel, Docker, Postman, Insomnia, Metamask, Coinbase

**Other:** Payment Processors, AI Integration, Search Engine Optimization, Email Marketing

### Experience

Co-founder & Coding Mentor | CodeNoobs

*Sept 2023 - Present*

- Empowered 1,600+ aspiring developers by creating an interactive mentoring community, providing structured guidance, live coaching, and hands-on coding exercises, resulting in higher engagement and faster skill acquisition.
- Designed and launched a complete web development curriculum covering HTML, CSS, JavaScript, and Next.js, blending theory with practical projects, leading to students successfully building real-world applications and landing their first freelance jobs.
- Increased student success rates by implementing an accountability-driven learning model, incorporating weekly code-along sessions, group challenges, and one-on-one coaching, leading to a measurable boost in project completion and job-readiness.

Frontend Web3 Developer | Freelance

*Aug 2023 - Present*

- Designed and built custom, high-performance websites and web apps for clients across industries, leveraging Next.js, Tailwind, and Firebase to enhance functionality and user experience.
- Developed BitBasel's Bitcoin Ordinals Marketplace and Retrace Protocol's NFT resale rewards system, integrating blockchain data for seamless transactions.

Co-founder & Frontend Engineer | Lever.io

*Aug 2023 - Mar 2024*

- Architected and developed the entire frontend for Lever.io, a Web3 influencer marketplace, using React and Firebase, delivering a sleek, high-performance platform that scaled seamlessly with user growth.
- Engineered an intuitive UI with real-time data updates and secure payment workflows, optimizing the influencer-brand matchmaking process and driving platform adoption.

Founder & Full Stack Developer | CoverBetter.io

*Jun 2023 - Present*

- Built and scaled an AI-driven SaaS that generates personalized cover letters, serving 20,000+ users, with seamless React, Firebase, Stripe, and OpenAI integration.
- Drove rapid growth through SEO, content marketing, and automated sales funnels, converting organic traffic into recurring revenue.

Co-founder & Partnerships Manager | Crypto Love

*Aug 2017 - Present*

- Co-founded and grew one of YouTube's top crypto channels, driving massive audience engagement through strategic giveaways, promotions, and live meet-and-greet events.
- Negotiated and secured over \$2 million in advertising deals with top crypto companies, developing a scalable influencer sponsorship model that maximized brand partnerships and revenue.

## **Projects**

*Cover Better* (<https://coverbetter.io>) - An advanced AI-powered web app utilizing React JS, Tailwind CSS, OpenAI API, Stripe API, Framer Motion, and Google Firebase.

*Bullish Media Group* (<https://www.bullish.finance>) - A dynamic website for Bullish Media Group using React JS, Tailwind CSS, Framer Motion, and Google Firebase.

*Picture This* (<https://picture-this-378115.web.app/>) - A captivating Pinterest-style web app built with React JS, Sass, Google Auth, and Sanity CMS.

## **Education**

Full Stack Web & Mobile Software Engineering Bootcamp | Nucamp

*Mar 2022 - Dec 2022*

- Developed full-stack web and mobile applications using the MERN stack (MongoDB, Express, React, Node.js) and React Native for cross-platform mobile development.
- Built and deployed scalable, responsive applications, integrating APIs, authentication, and real-time databases with Firebase and MongoDB.

Bachelor of Science | Rutgers University

*Sep 2007 - June 2011*