Contact

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Top Skills

Engineering Leadership

Nodejs

React

Languages

Russian (Native or Bilingual)

English (Full Professional)

Maksim Koshel

Tech Lead | Scalable Systems | Nodejs, AWS, Kubernetes
Valencia, Valencian Community, Spain

Summary

Lead Software Engineer with 15+ years of experience building and scaling cloud-native, high-traffic platforms.

Strong background in platform architecture and distributed systems, with a track record of improving performance, reliability, and delivery speed.

Bring product thinking to engineering decisions, aligning architecture and execution with user needs, business priorities, and long-term product evolution.

Experience

Hyperice
Technical Lead
September 2021 - Present (4 years 6 months)
Valencian Community, Spain

Hyperice is a global consumer health technology company developing performance and recovery devices used by athletes and healthcare professionals worldwide.

- Designed and maintained decoupled microservices and cloud infrastructure.
- Delivered core e-commerce features: accounts, gift cards, returns, Apple Pay Express.
- Led transition to a monorepo and automated CI/CD pipelines.
- Introduced offline AWS testing, E2E automation, and advanced type safety.
- Implemented request tracing, structured logging, and production observability.

Impact

- Improved performance of critical services by 4× through architecture refactoring and bottleneck removal.

- Reduced release cycle time by 12× by automating testing and deployment workflows.
- Shortened incident resolution time by improving observability and request tracing.
- Enabled stable multi-integration e-commerce operations across payment and logistics providers.

Nerdia.io
Co-Founder and Principal Software engineer
November 2019 - December 2021 (2 years 2 months)

Educational platform for system design and microservices, providing hands-on, isolated Kubernetes environments for developers preparing for high-scale backend and platform roles.

- Co-founded and led development of a cloud-native learning platform built on Kubernetes (GCP).
- Designed and implemented 15+ microservices using event-driven architecture.
- Built secure, isolated multi-tenant environments allowing external users to run services safely in a shared cluster.
- Designed GraphQL APIs and backend services for provisioning, orchestration, and lifecycle management.
- Owned infrastructure automation, deployments, and platform reliability using Helm and Skaffold
- Developed a Next.js client server for interacting with platform APIs.
- Took end-to-end ownership: architecture, implementation, operations, and maintenance.

Yandex
Senior → Lead Software Engineer
January 2016 - September 2019 (3 years 9 months)
Moscow

Large, product-focused international technology company with Google-scale engineering standards, operating high-traffic consumer platforms.

Scope and responsibilities

- Worked across internal infrastructure, Maps, and marketplace platforms serving millions of daily users

- Owned and evolved backend and frontend services in distributed, high-scale systems
- Participated in on-call / ops rotations, supporting production systems

Technical impact

- Led migration to TypeScript and monorepo architecture, improving maintainability and release velocity.
- Built services for internal CI/CD systems handling thousands of pull requests per day.
- Developed microservices for internal in infr, Maps and Auto.ru (B2B & B2C marketplace platforms).

Leadership, mentoring and hiring

- Mentored junior and mid-level engineers through Yandex's internal Full-Stack Development School.
- Conducted technical interviews, mock interviews, and hiring evaluations.
- Led technical workshops, code reviews, and architecture discussions.
- Supported engineer growth through ongoing feedback and career guidance.

Rambler&Co
Technical Lead
November 2013 - December 2016 (3 years 2 months)
Moscow

Large consumer internet and media company operating high-traffic platforms (search, media, commerce).

- Led technical design and delivery of user-facing product systems serving high-traffic media and commerce platforms.
- Owned frontend architecture in close collaboration with backend teams, ensuring scalability, performance, and maintainability.
- Defined engineering standards, conducted code reviews, and mentored developers across multiple teams.
- Worked with product managers and stakeholders on roadmapping, technical trade-offs, and delivery planning.
- Contributed to system performance improvements and long-term technical quality across Rambler.Auto, Rambler.Kassa, and internal products.

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Education

Belorussian University of Informatics and Radioelectronics
Bachelor's degree, Technical security, Technical security · (2004 - 2010)