

Aleksandra Janković

Front-end developer



SUMMARY

Creative and detail-oriented Front-end Developer with 5+ years of experience in designing, developing, and optimizing responsive web interfaces. Specialized in WordPress CMS, landing page development, and SEO, with strong front-end expertise in HTML, CSS, JavaScript, and React.

Focused on building accessible, secure, and high-performance digital experiences that support marketing goals and user acquisition. Experienced in collaborating with product, design, and SEO teams to deliver user-centric, conversion-driven solutions. Passionate about improving digital accessibility and creating meaningful, modern online services.

KEY SKILLS

Frontend: HTML5, CSS3, JavaScript, React.js, Next.js

CMS: WordPress (Custom Themes, Elementor, WPBakery, Multilingual setup)

Tools: Git, Figma, Google Analytics, Search Console, Ahrefs

Other: SEO optimization, responsive design, performance improvement, UX/UI collaboration

EXPERIENCE

Web Developer

Meridian Tech doo - Belgrade, Serbia (Remote)

April 2021 - Present

- Develop and maintain company websites primarily using **WordPress CMS**, ensuring optimal performance, fast loading, and mobile responsiveness.
- Create **landing pages** for promotional campaigns using **HTML, CSS, and JavaScript**, tailored for user engagement and conversion.
- Build **HTML newsletters** compatible across email clients and devices.
- Collaborate with SEO managers to implement improvements based on Google Analytics, and Search Console insights.
- Work closely with design, content, and backend teams to align technical implementation with creative direction.

Projects in Meridian Tech doo

Promo Calendar Platform – Internal Multi-Instance System (Next.js, Prisma, PostgreSQL) - SSR promotional scheduling platform with localized content, multi-database architecture, and a custom Backoffice used across several international business units.

Implemented gamified Scratch Card functionality to unlock daily promotions, including client-side state persistence and conditional reveal logic.

- <https://calendario.meridianbet.pe/>

Landing Page Meridian VIP Lounge (HTML, CSS, JS)

- <https://meridianbet.rs/vip/>

Interactive Map of Payment Locations – Leaflet/OSM, custom dark theme, accordion/tabs by city, search functionality, fly-to marker, responsive UI; built with HTML/CSS/JS (ES6) and SVG.

- <https://aleksandrajankovic.github.io/map/>

Landing Page Template for New Year's Calendar (HTML, CSS, JS)

- <https://aleksandrajankovic.github.io/novogodisnji-kalendar-me/>

Landing Page Template for Mobile Applications (HTML, CSS, JS)

- <https://meridianbet.rs/meridianbet-mobilna-aplikacija/>

Landing Page Template for Promo Pages (HTML, CSS, JS)

- <https://meridianbet.rs/promo/bonus-dobrodoslice/>

*Help Page – Postponed & Suspended Matches (vanilla JS, Tailwind, JSON feed)
Feed-driven listing with standardized dates (dd.MM.), opponent normalization (“/” → “–”), quick filters (Yesterday / Last 7 / Last 30 days) and chronological view.*

- <https://meridianbet.me/sr/pomoc/kladenje/status-spornih-odlozenih-i-prekinutih-meceva-meridianbet>

Dynamic Promotional Calendar Template (HTML, CSS, JS) - Github Demo:

- <https://aleksandrajankovic.github.io/calendar-slider/>

Main Company Website - WordPress project

- <https://ir.meridianbet.com/>

Expanse Studio - WordPress project - Elementor custom theme

- <https://expanse.studio/>

Associations Websites - WordPress projects

- <https://odsrcasaljubavlju.rs/>

WordPress Developer (Freelance)

March 2016 - Present

Delivered 15+ custom WordPress sites using theme customization, SEO setup, responsive UI and multilingual support for clients across sports, healthcare, kindergarten, and automotive industries.

Selected projects:

- **Mlekce Kindergarten** - <https://mlekce.rs/>
- **FP Gradnja** - <https://fpgradnja.rs/>
- **FK Budućnost** - <https://www.fk-buducnost.me/>
- **DNK Analiza** - <https://dnkanaliza.rs/>
- **Index Busters** - <https://indexbusters.com/>
- **Auto Centar Petrović** - <https://autocentarpetrovic.rs/>

Code by ComTrade | Final Project – Besplatni Tipovi (React, Node.js)

Built a dynamic web app for free sports tips with registration/login and role-based access control.

Frontend: React.js, Redux, Axios

Backend: Node.js, Express.js, MongoDB

<https://besplatni-tipovi.vercel.app/>

ACHIEVEMENTS & COMMUNITY

- Developed 40+ targeted landing pages and digital campaigns optimized for conversion, performance, and accessibility.
- Achieved excellent compatibility across email clients (including dark mode).

- Awarded "Hero of Belgrade" (2019) for advocacy and improving therapy accessibility for SMA patients.
- Active member of SMA Serbia Association.

EDUCATION

Code by ComeTrade doo, Belgrade - *Front-end Development Course*

May 2023 - December 2023

University eCampus, Milano-IT courses, Belgrade - *Intensive PHP Programming Course*

2015-2016

Faculty of Geoeconomics Belgrade - *Bachelor of Science in Commerce*

2006 - 2011

LANGUAGES

Serbian native / Proficient in English

HOBBIES

I enjoy reading fantasy series, solving large puzzles, and traveling. I am an active member of the SMA Serbia Association, dedicated to improving the lives of those affected by spinal muscular atrophy. In 2019, I was honored with the "Hero of Belgrade" award for my commitment to making life-saving therapy more accessible to patients dealing with this condition in Serbia.

NOTE

As a person with a disability and wheelchair user, I am seeking a **remote position** that values inclusivity, flexibility, and results.

With my technical expertise and strong communication skills, I aim to contribute effectively to a distributed team while maintaining high productivity and professional standards.