Andreea Catalina Balaban

Engineering Lead | Product Engineering | AI-Assisted Delivery
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Professional Summary

Hands-on engineering leader with 8+ years of experience building software and leading product delivery. Leads a six-developer team, combining technical leadership and people management with product prioritization, design, and development. Uses OpenAI Codex, reusable agent skills, and workflow automation to help a lean team deliver across these responsibilities. Independently built FriendlyDock, Trixy, and Petmap from scratch, owning design, full-stack development, and SEO. Brings practical AI expertise, strong product judgment, and the ability to turn ambiguous requirements into working software.

Professional Experience

Software Development Manager | Shutterstock | Jun 2024 - Present

- Lead six developers, combining people management and hands-on development with product and design responsibilities without dedicated product management or design support.
- Own feature prioritization, sprint planning, stakeholder communication, and delivery; mentor engineers and improve team workflows.
- Use AI-assisted workflows and automate repetitive tasks across engineering and management.

Software Engineer | Shutterstock | Mar 2022 - Jun 2024

- Developed features and improved TurboSquid 3D software using JavaScript, TypeScript, React, Redux, Ruby on Rails, Stimulus, and Tailwind CSS.

Software Engineer and Project Manager | TidalTech | Oct 2020 - May 2022

- Coordinated teams across multiple applications while continuing hands-on software development.

Software Engineer | TidalTech | Aug 2019 - Oct 2020

- Built products and implemented prototype designs for TurboSquid using React, Redux, and Next.js.

Software Engineer | Cognizant Softvision | Apr 2019 - Aug 2019

- Developed React and React Native features, checked usability, and wrote unit tests with Jest.

Junior Software Engineer | Traderion | Sep 2017 - Apr 2019

OSS Frontline Engineer | Microsoft | Dec 2016 - Sep 2017

Independent Product Development

FriendlyDock | Sailing and Port Discovery | friendlydock.com

- Built a full-stack sailing platform with map-based port discovery and berth availability.
- Implemented port check-ins, authentication, and Stripe subscription checkout with webhook handling.

Trixy | Personalized Pet Tag Storefront | trixy.ro

- Designed and built a pet-tag storefront with a multistep configurator for shape, color, font, and QR options.
- Implemented a persistent shopping cart, checkout, and English/Romanian localization.

Petmap | Pet Friendly Location Discovery | petmap.ro | Redesign in progress

- Redesigning a pet-friendly location discovery platform with AI-assisted design and development using Next.js, React, and TypeScript.

Certifications

Google People Management Essentials | Coursera | Jan 2026
Responsive Web Design | freeCodeCamp, 2019
ITIL Foundation | AXELOS, 2017

Languages

English, Romanian, Spanish: native/bilingual | French: limited working proficiency

Technical Skills

Languages: JavaScript, TypeScript, Ruby, SQL
Frontend: React, Next.js, Redux, Tailwind CSS, HTML, CSS
Backend and APIs: Ruby on Rails, Node.js, Strapi, REST APIs
Tools and testing: Docker, Git, Jest
Integrations and web: Stripe, Leaflet, technical SEO
AI workflows: OpenAI Codex, reusable agent skills, workflow automation