Mirha Masala

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PROFILE

I'm a frontend engineer and tech lead. I care about how things are built, how easily they're found, and how well they work for the people using them.

I also help businesses improve their websites and digital products through UX, technical SEO and AI search audits, and build custom AI tools to help with their day-to-day work.

EXPERIENCE

Filecoin Foundation

Contract · 2 yrs 9 mos · Remote

Tech Lead · User Experience

Mar 2024 – Apr 2026 · 2 yrs 2 mos

Built and led the User Experience Improvement Team (UXIT) to improve the usability, accessibility, discoverability and performance of websites and tools across the Filecoin ecosystem.

- Conducted UX and technical SEO audits, ran 40 usability testing sessions and shipped fixes directly to ecosystem projects' codebases.
- Led the technical architecture, development and delivery of filecoin.io, filecoin.cloud, fil.org and ffdweb.org, establishing shared Next.js infrastructure.
- Published an open-source UI library adopted by teams across the Filecoin ecosystem.

Frontend Developer

Aug 2023 – Apr 2026 · 2 yrs 9 mos

Frontend Developer

Subvisual · Contract · Remote

May 2021 – Aug 2023 · 2 yrs 4 mos

- Built and shipped production React applications for Web3 and fintech products, with designers and backend engineers
- Integrated smart contracts and payment flows for crypto and financial platforms
- Launched customer-facing products, including DeFi vaults and payment systems
- Mentored junior developers through Subvisual's Academy

Frontend Developer

TourHero · Singapore · Remote

Apr 2020 – Mar 2021 · 1 yr

- Developed frontend features for the core product in Vue.js and Ruby on Rails
- Contributed to the launch of Project Travel Reopening
- Worked with product and design on UI components and early product iterations

Coding Teaching Assistant

Le Wagon · Bali, Barcelona & Singapore

Apr 2019 – Mar 2020 · 1 yr

- Assisted in teaching frontend, Ruby on Rails, and object-oriented programming across Le Wagon campuses

- Supported students during lectures, exercises, and project weeks with technical guidance and code reviews

Frontend Developer

Clever Age · Singapore · Remote

Aug 2018 – Mar 2019 · 8 mos

- Built and maintained frontend features for an internal application used by Duty Free Shop Singapore
- Implemented UI components with Symfony (Twig), JavaScript, and CSS

Creator and Writer

The Spin-Off Project

Aug 2012 – Aug 2017 · 5 yrs 1 mo

- Founded and ran a publishing project focused on experimentation, learning, and long-form writing
- Produced written, visual, and newsletter content
- Built an audience through SEO, social distribution, and partnerships
- Managed the publishing workflow, including WordPress, analytics, and early monetization experiments

Intern

Embassy of Bosnia and Herzegovina · The Hague

Oct 2010 – Mar 2011 · 6 mos

- Supported the Ambassador and embassy staff with research, briefings, and day-to-day operations
- Represented the embassy at international meetings, lectures, and policy institutions
- Prepared reports on political and social developments and assisted with diplomatic events

EDUCATION

Le Wagon Coding Bootcamp – Bali, 2018.

Masters of European Studies – The University of Amsterdam, The Netherlands, 2010.

BA European Studies – The University of Amsterdam, The Netherlands, 2009.

SKILLS

Engineering · React, Next.js, TypeScript, JavaScript, CSS

UX & Discoverability · UX audits, usability testing, accessibility, technical SEO, structured data, web performance, GEO/AEO

Architecture & Leadership · Technical architecture, design systems, monorepos, team leadership, technical consulting

WEBSITES

GitHub: github.com/mirhamasala

LinkedIn: www.linkedin.com/in/mirhamasala

Blog: www.mirhamasala.com