Liza Volkova

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GLOBAL TECH LEAD | CONSUMER PLATFORM ENGINEERING & AI PRODUCT EXPERIENCES

Hands-on engineering leader with **15+ years** building consumer web platforms serving millions of customers. Expertise spanning React/TypeScript, Node.js, API integration, platform modernization, AI product delivery, and technical leadership across global teams.

EXPERIENCE

Global Tech Lead | The Estée Lauder Companies

2018 - Present

Guide frontend and platform architecture across **20+ global brands** as a technical lead on the global Brand Experience (BEX) team of approximately 20 engineers. Resolve complex platform challenges with regional teams and external agencies.

Platform architecture and modernization

- Led React development for shared shopping experiences across **300+ global brand sites**, integrating **GraphQL APIs** within existing server-rendered Drupal/Perlgem platforms.
- Led **Node.js modernization** for a 15+ brand Drupal monorepo, shortening builds that previously took 30 minutes; partnered with DevOps to establish repeatable runtime upgrades and prepared documented workflows for phased rollout.
- Built a **full-stack Next.js tool** enabling brand teams to update skincare diagnostic content independently across markets, with enterprise authentication, legacy API integration, and automated data validation.
- **Spearheaded Astro adoption** across multiple brands, including Tom Ford Beauty and Aveda, owning build and deployment workflows that accelerated marketing launches and enabled pages to survive successive platform migrations without rebuilding.

AI frontend architecture and delivery

- Own frontend architecture and REST API integration for **MAC AI Product Advisor** as the sole frontend engineer, partnering with backend and brand teams to build a React/TypeScript conversational experience powered by Google Vertex AI.
- Launched **Jo Malone Scent Advisor** as the sole frontend engineer, overcoming iframe integration constraints to deliver a seamless, Vertex AI-powered chat experience across mobile and desktop.

Engineering leadership and operational ownership

- Moved automated test maintenance ahead of production releases through shared engineering-QA practices, automated change alerts, and dedicated maintenance time, reducing reactive fixes after deployment.
- Expanded **GitHub Copilot adoption** through demonstrations, peer learning, and repository-level guidance.
- Led frontend hiring and onboarding, trained engineers to evaluate coding assessments, and coached a direct report through promotion; managed and mentored Kode With Klossy interns over multiple summers.
- Established repeatable Drupal release processes; provide frontend production coverage during annual Black Friday on-call rotations.

EXPERIENCE (CONTINUED)

Technical Lead | Valtech

Aug 2015 - 2018

- Led development of a React touchscreen experience for Samsung demo devices in Best Buy stores, optimizing animations for constrained GPUs to resolve visual tearing and improve responsiveness.
- Built Next.js applications and enterprise integrations with Hybris and Adobe Experience Manager (AEM), partnering with backend teams on REST API design.
- Led distributed engineering teams delivering consumer web experiences for brands including Chanel and L'Oréal; established coding practices and mentored developers.

Content Technology Architect | Avon

Jun 2011 - Aug 2015

- Defined architecture and technical roadmaps for B2B/B2C applications serving **50+ global markets**; managed vendor relationships involving proprietary technology, security, and privacy requirements.
- Improved CMS workflows with UX teams and supported global delivery through testing, training, and stakeholder support.

Solutions Development Associate | The SCE Group | Jan 2010 - May 2011

Freelance Web Developer | Self-Employed | Jun 2008 - Jun 2009

PERSONAL PROJECT

AI Garden Planner

Web and iOS | Pre-beta | Sole builder

- Building an AI-powered app that helps gardeners plan seasonal plantings, track progress, and prioritize care based on local weather.
- Architected the full stack with PostgreSQL, secure APIs, and an OpenAI assistant using retrieval-augmented generation (RAG); directed AI agents across design, engineering, and QA.

TECHNICAL SKILLS

Languages and frameworks: TypeScript, JavaScript (ES6+), React, Next.js, Node.js, Expo/React Native, Astro, HTMX, PHP

APIs and data: REST API design and integration, GraphQL (consumer), Supabase/PostgreSQL, database schema design, authentication

Analytics and experimentation: Google Analytics tagging and event instrumentation; A/B test support

AI applications and tools: LLM-powered conversational interfaces, LLM API integration (OpenAI, Anthropic, Google), RAG, multi-agent orchestration, Claude Code, Codex, GitHub Copilot

Delivery and quality: Jenkins, GitHub Actions (CI/CD), Akamai, Vitest, Playwright, Storybook, Drupal, accessible UI (WCAG)

EDUCATION

Barnard College, Columbia University

B.A., Physics and Economics-Mathematics | New York, NY