

ELENA JFREMOVA

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SENIOR ENGINEERING MANAGER

PROFILE

With over a decade in tech, I lead teams to deliver impactful digital experiences by aligning creativity with functionality. I drive collaboration across Product, Design, and Engineering to create user-focused outcomes and foster inclusive, trusting environments where diverse teams thrive.

My background spans Engineering, Digital, and Data, with management experience in global companies like Sainsbury's and Fidelity. Committed to continuous improvement, I transform business goals into scalable, reliable solutions that make a difference.

CORE COMPETENCIES

Strategic & Leadership

Strategic Planning & Execution | Technical & Operational Strategy | Financial Management & Budget Oversight | Building & Leading High-Performing Teams | Agile Methodologies | System Development | Architectural Oversight | Product Road-Mapping & Strategic Alignment

Industry Expertise

FinTech | E-commerce | Design Systems | Digital Transformation | Conversion Rate Optimization (CRO) | Vendor Management | System Design | Microservices | Cloud Services (AWS) | CI/CD | DORA Metrics | ServiceNow | Analytics | SLOs/SLAs

Technical Proficiencies

JavaScript | React | UI Development | Single Page Applications (SPAs) | Micro-frontends | Python | Ruby on Rails | Node.js | REST APIs | AWS | CI/CD | Docker | Version Control Systems | HTML5 | CSS3 | E-commerce | Content Management Systems (CMS)

PROFESSIONAL EXPERIENCE

SENIOR ENGINEERING MANAGER

March 2024 - Present

Sainsbury's

As Engineering Manager at Sainsbury's, my primary focus is enhancing customer experiences by delivering consistent, high-quality services powered by advanced technical capabilities. I built and led a new team of engineers to quickly address our initial project backlog, refining processes and strengthening partnerships to elevate the quality and reliability of our customer service.

GLOBAL ENGINEERING SENIOR MANAGER

Feb 2020 - Jan 2024

Fidelity International Ltd

I led a team of engineers in establishing Global Design Standards (GDS) at Fidelity International, enhancing user experiences and setting new code standards across 226 websites. As part of the Engineering Excellence

community at the SLT, I drove GDS adoption, aligning efforts with company goals and providing governance and support for digital initiatives. I managed the entire process, from strategic communication to execution, ensuring high-quality software delivery and effective tool selection.

As the Senior Manager of the Global Engineering Team, I pioneered the development and delivery of design systems. Through matrix management, I developed accessible, cross-platform solutions that reduced deployment issues and significantly improved the user experience.

I built and led the engineering team, set the technical vision, and oversaw all development phases—from architecture and design to hands-on coding - while establishing a robust testing strategy.

TEAM LEAD & SENIOR ENGINEER

Jun 2016 - Feb 2020

Esure Group plc

Led technical advancements in eSure's Marketing division, focusing on customer marketing and digital acquisition. Successfully led a team of engineers, overseeing the Drupal site optimisation for enhanced customer experience.

- Led technical strategy for the Web/UI stack, using A/B testing to improve CRO, user engagement, and business performance through iterative optimisation of interfaces and marketing funnels.
- Collaborated with Marketing and IT teams to develop customer-centric websites, integrated advanced data analysis for personalised insurance products, and contributed significant digital innovations in the B2C insurance sector.
- I led a team of engineers, focusing on regular performance reviews and fostering a supportive Agile mindset. Implementing an Agile backlog management system reduced sprint cycle time by 20%, while continuous feedback helped identify growth opportunities and boost team productivity.

FRONT-END DEVELOPER

Jun 2014 - Jun 2016

RSA Insurance Group

Led the Motability site project and established A11y guidelines across RSA, enhancing inclusivity throughout the organisation. Successfully won an award for innovative solutions at Hackathon.

- Improving user experience through front-end solutions. Led the redesign of the <https://www.morethan.com/> website, aligning it with the brand's modern image, increasing site traffic and improving user retention.
- Collaborated with cross-functional teams to establish a UI component library, standardising design elements, reducing development time, and ensuring a consistent user experience.

FRONT-END DEVELOPER & CUSTOMER EXPERIENCE

Nov 2012 - Jun 2014

City Learning Ltd

Effectively contributed to comprehensive rebranding and directed the project from concept to execution.

- Adopted a user-centric approach to UX/UI design by conducting user research, creating wireframes, and using design tools to enhance user experience. Implemented new features with HTML5, CSS3, and jQuery, ensuring Java and JS codebase integration.
- Collaborated with developers and stakeholders to align the e-learning platform with strategic goals. The product redesign significantly improved user satisfaction and contributed to increased revenue.

TECHNICAL SKILLS:

- JavaScript | React | UI Development | Design Systems | Single Page Applications (SPAs) | Micro-frontends
- Python | Ruby on Rails | Node.js | REST APIs
- AWS | CI/CD | Docker | Version Control Systems
- HTML5 | CSS3 | E-commerce | Content Management Systems (CMS)
- Agile/Lean Methodologies | ServiceNow | DORA Metrics

EDUCATION

STRATEGIC MANAGEMENT & LEADERSHIP PRACTICE (LEVEL 7)

Jan 2023 - Nov 2023

Chartered Management Institute (UK) - Master's degree

Completed significant Strategic Management & Leadership Practice program (Level 7) coursework, gaining valuable skills in transformational leadership, conflict resolution, managing difficult conversations, and cultivating a high-performing culture. These insights have been instrumental in enhancing my leadership capabilities.

DIPLOMA IN COMPUTER SCIENCE

Graduated in 2014

National College of Ireland - NFQ Level 8

FRONT END DESIGNER & DEVELOPER CERTIFICATE

Graduated in 2012

Technological University Dublin (TUD) - NFQ Level 7

HIGHER NATIONAL DIPLOMA IN SPATIAL DESIGN

Graduated in 2009

Coláiste Dhúlaigh College of Further Education (Ireland) - NFQ Level 6

PROFESSIONAL DEVELOPMENT AND TRAINING

CERTIFICATE OF COMPLETION IN MENTAL HEALTH FIRST AID

Graduated in 2022

Mental Health First Aid England

CERTIFICATE OF FACILITATION COMPETENCE

Graduated in 2023

In-House Facilitation Academy