Mihai Silviu Pop

Senior Software Engineer · Frontend & Full-Stack Development

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Senior software engineer with 10+ years of experience across frontend applications, backend features, and developer tools, with deep expertise in TypeScript, JavaScript, and video advertising. Experience spans video monetization, experimentation infrastructure, CI/CD, observability, privacy-signal integration, and developer mentoring.

SKILLS

Languages : JavaScript / TypeScript / HTML / CSS

Frontend : Lit / Web Components / React / Preact / Next.js / SvelteKit / RxJS

Tooling and delivery : Node.js / Webpack / Rollup / GitLab CI/CD / Jenkins / Amazon S3

Browser APIs and observability : Web APIs / Native video and text tracks / Datadog / Unit testing / End-to-end testing

EXPERIENCE

Senior Software Engineer

Oct 2024 - Present

JWX (formerly JWP Connatix)

Continuous employment from Connatix after the merger: JWP Connatix (October 2024–December 2025), then JWX (December 2025–Present), focused on JW products.

- Designed and implemented the first feature A/B testing infrastructure for Vertical Video and Hive packages across 4 components; enabled configurable traffic splits, publisher/domain/region filters, and Jenkins start/stop workflows.
- Reworked GitLab CI to reuse dependency installs and package builds, run automated tests, and publish test previews for the main branch and individual merge requests.
- Owned Vertical Video technical delivery across player, advertising, and publisher-embed teams; built reusable inline/fullscreen UI and player-state modules and guided responsive interaction design.
- Extended video advertising across inline, carousel, and right-rail placements, integrating Google Publisher Tag and JWX ad providers with API schemas, configuration mapping, and dashboard controls.
- Designed and built an internal Stories MVP in TypeScript using AI-assisted, specification-driven development and a mobile-first design; implemented reusable cards, hub/article layouts, and fullscreen swipe/tap navigation.
- Designed and implemented a shared Datadog logging package and migrated vertical-video logging; built and refined A/B dashboards to distinguish eligible traffic and compare ad-impression rates.
- Implemented Global Privacy Control signal propagation across ad requests and tracking, and Global Privacy Platform forwarding behind a feature flag; added consent-readiness telemetry and validated changes with staged A/B tests.

Frontend Developer

Nov 2017 - Oct 2024

Connatix · Cluj-Napoca, RO

- Designed technical plans and UI architecture for complex video-player features using TypeScript, Lit/Web Components, and React-family frameworks, coordinating implementation through delivery and support.
- Redesigned Webpack builds as independent tasks running across Node.js processes and separate GitLab CI/CD jobs; retained static typing with JSDoc during a TypeScript-to-JavaScript conversion.
- Proposed and drove Storybook adoption across engineering, design, and publisher support, enabling shared review of player UI components.
- Mentored developers, onboarded new colleagues, reviewed technical solutions, and covered team leadership during the manager's absence to maintain delivery continuity.

Frontend Developer

Dec 2016 - Nov 2017

AROBS Transilvania Software · Cluj-Napoca, RO

- Built and refactored features for a Finnish forestry enterprise resource planning application using AngularJS, TypeScript, Node.js, and Bootstrap.
- Reviewed pull requests and traced defects across the frontend, backend, SQL Server, and PostgreSQL.

Junior Software Developer

May 2014 - Dec 2016

Indeco Soft · Baia Mare, RO

- Developed frontend, backend, and database features for public administration applications and a nationally used tax payment application at a provider serving over 1,000 institutions.
- Implemented features using AngularJS, Node.js, TypeScript, PHP, and SQL Server, and helped colleagues learn AngularJS.

Web Developer

Jan 2012 - Oct 2013

Auto Frontal · Baia Mare, RO

- Administered 5 e-commerce websites, implementing features and managing search engine optimization, design, and online advertising with HTML, CSS, JavaScript, PHP, and MySQL.

PROJECTS & CONTRIBUTIONS

Video-player Test Kit: Built a video-player Test Kit; evaluated Next.js and SvelteKit, selected SvelteKit, and enabled production/test-player checks across settings, screen sizes, and configurations. Explored Docker and Kubernetes during development.

Deployment helper: Built a Node.js/TypeScript CLI using the GitLab API and Consul to fetch branch data, trigger pipelines, and generate deployment or A/B configuration.

Kibana reporting tool: Built a Node.js/TypeScript CLI to fetch and process Kibana data into logs and Excel reports.

Microservices blog — learning project: Explored Node.js, Express, React, Docker, and Kubernetes through a microservices blog, including micro-frontends with Module Federation.

Company presentation website: Built a presentation website for a small IT company using React, Gatsby, and Firebase, focusing on search engine optimization and accessibility.

Webpack build architecture: Redesigned Connatix builds into independent Webpack tasks across Node.js processes and GitLab CI/CD jobs; retained IntelliSense and static typing with JSDoc during a TypeScript-to-JavaScript conversion.

Developer mentoring: Mentored Connatix developers from entry-level/junior through mid- and senior-level work; supported onboarding and technical guidance.

EDUCATION

Bachelor of Engineering

Oct 2011 - Jul 2015

Computer and information technology

Technical University of Cluj-Napoca - North University Center of Baia Mare

TRAINING

AWS Technical Essentials — training

Sep 2022

JSNation workshop: Is Module Federation Right for You?

Jun 2022