



SERHII
NADOLSKYI

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Serhii Nadolskyi

SENIOR FULL-STACK WEB DEVELOPER

WordPress · WooCommerce · TYPO3 · Neos · PHP ·
React / Next.js · Node.js
Remote · UTC+2/+3

8+
years

130+
projects

65+
clients

13
countries

CONTRACT & FREELANCE

Experience

Senior Full-Stack Developer (contract)

Waterproof Web Wizard GmbH (German web agency)

Jul 2023 – present · Remote · part-time via Upwork, full-time on a direct contract from Jun 2026

External developer, often the only one on the project, for **40+ of the agency's client companies** in Germany, Austria, Switzerland, Denmark and Bosnia and Herzegovina: manufacturers, pharma, retail and the public sector. Work white-label in the agency's name, including correspondence with clients and partner agencies.

Build and take over sites on **Elementor Pro, WPBakery, Bricks, Avada and Flatsome**, block themes with **custom Gutenberg blocks** and custom themes from Figma, plus **WooCommerce** shops and multilingual sites; do front-end work on **TYPO3** and **Neos** relaunches; clean up hacked sites, fix performance and audit accessibility (**WCAG 2.1 / BFGG**).

Built the agency's own systems: **Spam Checker** (a live PHP platform that finds sites with hidden black-hat SEO), a **Python** lead-scoring service and site-audit tools.

Freelance Web Developer

Upwork and direct clients

Nov 2018 – present · Remote

Independent developer for Upwork clients in the USA, Australia, Italy, Serbia, Switzerland and Vietnam since 2018, and directly for companies since 2026. Build **custom WordPress themes** from Figma, XD and PSD designs, move sites from Wix to WordPress and support returning clients with **responsive rebuilds, security audits, SEO** and site restructuring.

Full-Stack Developer (contract)

CGSpark (web & mobile studio, Tel Aviv), clients incl. eToro

Dec 2018 – present · Remote · full-time in 2022 · hiring and mentoring

Main developer of the **eToroX marketing website** (eToro's crypto exchange) from 2019 to 2022 and of a **3D virtual museum** on React and Three.js, from an inherited codebase to launch; wrote the **Node.js landing-page server** behind eToro's campaign pages; built and ran sites and apps for the studio's other clients.

Lead WordPress Developer (contract)

ExpertSure & Ecopreneurist (UK publisher)

Sep 2023 – present · Remote

Lead developer for a UK publisher of comparison and guide sites: unified separate WordPress installs under one theme and navigation; restored and updated the other installs; wrote a **custom Gutenberg block plugin in React**; built the front end and domain importer of a **WooCommerce domain store** with buy-or-lease subscriptions.

WordPress Developer (contract)

Auto3P (Europe) AG (insurtech, Switzerland)

Jul 2023 – Mar 2025 · Remote · direct from 2024

Sole web developer for a Swiss insurtech platform whose clients include **Allianz, Generali and Zurich**: localised its WordPress site into Spanish, Romanian and Turkish, built new pages from Figma and handled production issues on AWS.

Profile

8+ years of commercial web development; sole or main developer on most projects listed. **130+ projects for 65+ clients in 13 countries**, including Germany, Israel, the UK, Switzerland, the USA and Australia.

Upwork

Top Rated

100% Job Success

5.0 client rating

5,000+ hours billed

Skills

CMS & E-COMMERCE

WordPress, Gutenberg & FSE, Elementor Pro, WPBakery, Bricks, Avada, ACF, WPML, WooCommerce, Germanized, TYPO3 & Neos (front end), headless Strapi

FRONT-END & MOBILE

JavaScript, TypeScript, React, Next.js, Angular, Three.js, Tailwind, Sass, React Native, Expo

BACK-END & DATA

PHP, Node.js (Express), Python (FastAPI), REST APIs, MySQL, PostgreSQL, MongoDB

CLOUD & TOOLS

AWS (EC2, S3, RDS, Amplify), Docker, Git, GitHub Actions, Linux VPS, Figma, Claude Code

QUALITY

Performance, security clean-up, WCAG 2.1 / BFGG, SEO & Schema.org

Languages

English — professional

Ukrainian, Russian — native

Education

Master's degree, Engineering

Information Communication Networks (network and telecommunications engineering) · 2012

Bachelor's degree, Engineering

Telecommunications · 2010

O.S. Popov Odesa National Academy of Telecommunications



SELECTED WORK

Project list

Serhii Nadolskyi · selected projects, most recent activity first · agency clients anonymised

PERIOD	CLIENT / SECTOR	ROLE AND TASKS	TECHNOLOGIES
11/2024 – present	Alliance virtual museum, cultural institution, IL (via CGSpark)	Main developer of a React and Three.js 3D museum on an inherited codebase (over 90% of the commits in the version 0.3 period); took it to the April 2025 launch and kept developing it with new 360° halls in three languages, a visitor area with favourites and sharing, an interactive floor map, a Botpress chatbot integration and an AWS S3 media pipeline that cut video payload by about 87%.	React, Three.js, Redux, NestJS, MongoDB, AWS S3, ffmpeg
09/2023 – present	ExpertSure & Ecopreneurist, publisher, UK	Lead WordPress developer: unified Ecopreneurist's separate installs under one child theme, navigation and set of templates; restored ExpertSure's installs after a hosting upgrade broke them; wrote a Gutenberg block plugin (React) and content plugins; built the front end and the domain importer of Nameica, a WooCommerce domain store with buy-or-lease subscriptions.	WordPress, Gutenberg, React, WooCommerce, PHP
01/2023 – present	MDN Group, M&A advisory, DE	Sole developer , returning client: reworked the legacy theme's separate desktop and mobile versions into one responsive theme; security and plugin audit, SEO setup; in 2026 turned sections that only redirected to the home page into standalone pages on one configurable template.	WordPress, PHP, ACF Pro, Yoast
06/2026 – 09/2026	Waterproof Web Wizard, internal systems	Sole developer of the agency's lead-generation systems: Spam Checker, a live platform that detects hidden black-hat SEO on third-party sites, with its own crawler, detectors calibrated against real sites, automated tests and an admin console with scan history, monitoring and alerts; a Python service that scores daily buying signals from the trade register, EU tenders and job ads; a WCAG 2.1 / BFSG audit runner.	PHP, MySQL, Python, FastAPI, PostgreSQL, Docker, axe-core
07/2026 – 09/2026	Partner-agency sites, DE (via a German web agency)	Sole developer of a civil-engineering company's new site, built from Figma on Elementor Pro; finished a vehicle workshop's site for go-live, with a small child theme and a security pass on a previously hacked install; handled the day-to-day contact with the partner marketing agency.	WordPress, Elementor Pro, PHP
09/2026	Cosmetics brand shop, DE (via a German web agency)	Sole developer: rebuilt the brand's shop from scratch on WooCommerce after its hosted store went offline. Recovered products and reviews; added German legal checkout, PDF invoices, DE/AT shipping, redirects from the old URLs and consent-based analytics; all custom code in a child theme.	WooCommerce, Germanized, Blocksy, PHP
06/2025 – 09/2026	TYPO3 and Neos relaunches, DE (via a German web agency)	Front-end developer: brought an industrial electronics maker's TYPO3 v14 front end to parity with the old site on every page (pre-launch); built content elements and pages from Figma for a municipal utility's Neos relaunch; made a Tailwind prototype from Figma whose class system a training centre's live TYPO3 site now uses.	TYPO3, Neos, Tailwind, GitHub Actions
05/2024 – 09/2026	Vehicle manufacturing group, DE (via a German web agency)	Sole developer on most of the group's web projects: a used-vehicle marketplace API integration for the TYPO3 site; a plugin that syncs prices, images and texts from a supplier's site on a schedule (staging); a WooCommerce machinery catalogue app with AJAX filtering.	WooCommerce, PHP, WP-Cron, TYPO3
07/2023 – 08/2026	Veterinary pharma group, DE (via a German web agency)	Sole developer of the group's sites: ACF page modules for the trilingual corporate site, an event calendar rebuilt after a major plugin update, a seasonal campaign with a prize-draw module, a new environmental section.	WordPress, WPBakery, ACF, WPML, PHP
11/2023 – 08/2026	Block-theme sites, DE (via a German web agency)	Sole developer: block-theme sites from Figma, without page builders, for electrical-services and control-cabinet companies and a lighting-design studio; for a machine builder, reworked and extended a theme's custom Gutenberg blocks across the DE/EN pages (on staging).	WordPress, Gutenberg, React, Tailwind, WPML



PERIOD	CLIENT / SECTOR	ROLE AND TASKS	TECHNOLOGIES
07/2026 – 08/2026	Holiday-rental site, DE (via a German web agency)	Sole developer: reworked image delivery, galleries and the tablet layout of a slow site; removed third-party trackers so it no longer needs a cookie banner.	WordPress, Astra, PHP
06/2026	Online shop, DE (via a German web agency)	Main developer on the incident: found a black-hat SEO compromise running since 2019 and removed tens of thousands of spam categories, spam posts, attacker accounts and a malicious redirect without touching the real catalogue; traced failing card payments to the merchant account; wrote an incident report with hardening steps.	WooCommerce, MySQL, PHP
06/2023 – 03/2026	Cooking community app, IL (via a Tel Aviv web studio)	Sole mobile developer: took over a legacy React Native (Expo) app with no iOS release since 2021 and kept it shipping; rewrote navigation, extended phone-only login to Google, Apple and Facebook sign-in, added guest browsing and account deletion, wrote the OpenAPI spec and Node.js endpoints for Apple sign-in.	React Native, Expo, Node.js, MongoDB, Firebase
07/2022 – 02/2026	Real-estate developer, IL (via a Tel Aviv web studio)	Sole developer since 2023 (lead in 2022): built the company's Hebrew (RTL) website from scratch on Next.js, headless Strapi and AWS and ran its production; news, apartments table, map and a campaign landing-page module with CRM lead integration.	Next.js, TypeScript, Strapi, PostgreSQL, AWS
12/2024 – 02/2026	Agricultural equipment manufacturer, DE (via a German web agency)	Main developer: built the DE/EN corporate site and WooCommerce shop on Elementor with a custom child theme, equipment catalogue, downloads, country-based shipping and net-price display.	WordPress, Elementor, WooCommerce, WPML, PHP
07/2023 – 05/2025	Industrial manufacturer, DE (via a German web agency)	Sole developer: built a structured technical-data model for the bilingual product catalogue, with Schema.org Product markup generated from the same data; enquiry forms on every product page.	WordPress, WPBakery, WPML, PHP, Schema.org
12/2023 – 04/2025	WooCommerce shops, DE (via a German web agency)	Developer: for a woodworking-supplies shop, VAT-exempt intra-EU delivery at checkout and on PDF invoices, shipping rules and an update-safe child theme; for a roofing-accessories brand, an Avada site and shop matched to Figma with a responsive product filter.	WooCommerce, Avada, PHP, JavaScript
07/2023 – 03/2025	Auto3P (Europe) AG, insurtech, CH	Sole web developer: localised the WordPress site into Spanish, Romanian and Turkish; built new pages and the header menu from Figma; handled production issues on AWS; prototyped routing website leads to monday.com.	WordPress, WPML, AWS, Make, monday.com
11/2021 – 07/2022	eToro campaign pages, IL (via CGSpark)	Developer: wrote the Node.js/Express landing-page server that the team later made the base of its production server; campaign pages in Pug and Angular, a tracked-link generator and an Angular app showing eToro Money availability by country.	Node.js, Express, Angular, TypeScript, MySQL
12/2018 – 07/2022	eToroX, eToro's crypto exchange (since closed), IL (via CGSpark)	Main developer of the exchange's WordPress marketing site in a team of two to five, with more than half of its commits; built API-driven trading-pair, fee and wallet pages, a plugin that creates the page for every new asset as soon as it appears in the exchange API, in-house plugins such as a broken-link crawler, and gated content with email sequences; co-developed a full rebuild as a new theme.	WordPress, PHP, ACF, REST APIs, Buddy CI
11/2018 – 2019	Upwork clients in AU, IT, RS, CH, VN	Freelance developer: a Wix site rebuilt as a custom WordPress theme and a print company's site from PSD, both still live; landing pages and responsive layouts.	WordPress, PHP, Bootstrap, JavaScript
OWN PROJECTS			
2025 – present	Life OS and a deviation calculator	Sole developer: Life OS, a private PHP and MySQL web app with work records, finances, encrypted documents, two-factor login and command-line access for automation; a magnetic compass deviation calculator for ship navigators at nadolskyi.com/tools/deviation-calculator/.	PHP, MySQL, Astro



REVIEWS

Client reviews

Reviews on Upwork and LinkedIn, quoted verbatim · Upwork: 5.0 rating, 100% Job Success, Top Rated



As Managing Director of Waterproof Web Wizard GmbH, I work closely with Serhii and recommend him without reservation. He develops for us in WordPress and TYPO3, from customizations to fully custom extensions. He also delivers projects in Neos CMS and takes care of our server maintenance. What I value most is how precisely he turns screen designs into working websites. He thinks along technically, works in a structured way and finds clean solutions even for tricky requirements. If you are looking for a versatile developer with a strong eye for quality, Serhii is a great choice.

Dennis Hüttner · Managing Director, Waterproof Web Wizard GmbH · Germany
LinkedIn recommendation · September 2026



We greatly enjoyed working with Serhii and look forward to continuing our collaboration with you. I can only speak positively about him.

Serhii was consistently an outstanding programmer. He always went at least one or two steps further to achieve an even better result, without making mistakes. He was extremely eager to learn and solution-oriented.

I can recommend him without reservation and with the utmost enthusiasm - the strongest recommendation I would ever give.

Dennis Hüttner · Owner, Waterproof Web Wizard GmbH · Germany
Freelance WordPress Developer · 2023-2024



Serhii is a great developer and team player. He and I worked on several projects in the past few years, working with Serhii was a great pleasure, he is solution oriented, motivated and a true partner in a crisis. Serhii will be a great asset to any project or team

Shlomo Kalichman · CGSpark, web & mobile studio · Israel
Ongoing contract · 2019-2021, 3,387 hours



Really great developer, can handle any task we give him. Nice eye for detail, we use Serhii for all our development work for ecopreneurist and expertsure

Oliver Smith · ExpertSure & Ecopreneurist · United Kingdom
Part Time WordPress Dev Wanted For 3 Large Sites · 2023-2024



Sergey is consistent and a very thorough developer, he's a team player that isn't afraid to handle new challenges

Shlomo Kalichman · CGSpark, web & mobile studio · Israel
Upwork · September 2026



Sergey is a real professional and did an excellent job. He gave really good advice, tested everything to make sure it works and even made instructional videos to show me how to manage the website content on WordPress.

Marc Homaei · Everthinkers · Australia
WordPress landing page · 2019



Sergey is a wizard!!! Very professional and a pleasure to work with. Will definitely hire for any website related needs in the future

Tim Plunkett · Australia
Build my website · 2019



Sergey did great job! He was generous, patient, knowledgeable. Looking forward to working with him again. Highly recommended!

Nebojsa Radivojevic · Nash Radway · Serbia
Mobile-responsive page · 2019



It was a pleasure to work with Sergey again, project was done quickly and with high precision. Sergey it was great working with you as always!!!

Shlomo Kalichman · CGSpark, web & mobile studio · Israel
Minisite · 2019



Great working with Sergey. Very organised, structured and detailed.

Davina Naiken · Cloud Inspire
Website from XD design · 2019



Very professional and nice to communicate and work with

Marco Paret · Italy
Responsive and IE-compatible site · 2018