

Wojciech Więclawski

Software Engineer

full stack developer with a designer’s eye · marketer · digital project manager · social media manager

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PROFILE

Software engineer with a designer’s eye. Years in marketing, digital project management, and social media. Computer Science engineer with a Master’s in Management in Virtual Environments. I take digital work from the first brief through launch to marketing and analytics.

At Bridebook I lead the Design System, working between engineering and design. At Juicebox I set frontend standards for a distributed agency. Worked with Red Bull’s brand system, as a freelancer for companies of different sizes, and curenly shaping my own product ChatPanda. That work has taken me through briefs, backend and ops, frontend, implementation, launch, and analytics, often as both the engineer and the marketer. I’m comfortable in a technical review, a client call, and the awkward bit between the two.

SKILLS

TypeScript React Next.js CSS Tailwind CSS shadcn/ui Radix Base UI

Motion / Framer Motion design systems accessibility performance Figma Adobe Photoshop

Final Cut Pro content production branding digital marketing

EXPERIENCE

Senior Frontend Engineer

Bridebook [bridebook.com](#)

Feb 2025 – present

Remote

Leading Aura, Bridebook’s design system, across engineering and design so product teams ship consistent UI without starting from scratch. Built on shadcn/ui over Radix and Base UI primitives Working out how Aura lives past the design team so engineers, marketers, and agents can actually use it, without opening a new design request for every page.

I build product features such as WYSIWYG Wedding Website builder. Two-sided marketplace: couples on one side, venues and suppliers on the other.

Built AI wedding website theme generator as a weekend fun project. It is now a product feature: couples design their wedding website with AI.

Winner of Bridebook’s "Create Joy" award, for the detail work that makes a feature feel finished, not only shipped.

React, TypeScript, Next.js, Redux, Fela CSS moving to Tailwind, CSS Modules, shadcn/ui, Radix, Base UI, AI SDK, Motion

Co-founder

ChatPanda [chatpanda.app](#)

2026 – present

One of two founders. I built the product: comment-to-DM automation for Instagram on Meta’s official API. A keyword in a comment sends the link to DMs, without a grey-market bot.

Working on entire product: ideation, backend, frontend, marketing, content production.

Tanstack Start // Python, FastAPI, Postgres, Instagram Graph API // HyperFrames

Senior Frontend Engineer / Frontend Team Lead

Juicebox Creative [juicebox.com.au](#)

May 2024 – Feb 2025

Australia / Indonesia / remote

Set frontend standards for a distributed creative agency and chose a stack the team could live with.

Shipped apps, marketing sites, email campaigns with pixel-accurate UI, motion, accessibility, and SEO polish.

React, Next.js, TypeScript, Laravel, Tailwind CSS, Styled Components, shadcn/ui, Radix, Motion, Redux, Zustand

Social Media Manager / Digital Specialist

Red Bull

2015 – 2022

Ran digital projects for redbull.com with in-house teams, global agencies, and freelancers: concept, frontend, and brand consistency.

Led a team of about twelve across twenty-plus social channels: content, paid, analytics, creators, and video. Path: Student Brand Manager, then Digital Marketing Trainee, Digital Specialist, Social Media Manager.

Paid advertising, run both internally and with external agencies.

SELECTED PROJECTS

Shangrila Travel · Freelance

2024 – present

Web platform and CMS for a Polish tour operator. I built and maintain the platform: frontend, backend, CMS, deployment, and the ongoing work after launch. [shangrilatravel.pl](#)

BidCars4U / Auctions Seeker · Freelance

2023 – 2025

Automotive auction archive: more than a million pages, daily inventory, i18n, and heavy SEO. [bidcars4u.com](#)

TestForADHD / TestNaADHD · Freelance

English and Polish ADHD screening sites. Pipelines for Instagram carousel generation and autopublishing at @test_for_adhd_com and @test_na_adhd_pl. [testforadhd.com](#) [testnaadhd.pl](#)

Berkeley Health · Freelance

2022 – 2023

iOS and Android app for a UK diagnostic self-test provider. Catalogue, leaflets, video instructions, saved results. React Native.

Red Bull Enduro Liga

2020 – 2021

Web platform that moved Red Bull’s motocross competitions online during the pandemic. Riders submitted clips, jury and public voting, admin tools, winners invited to the live event. Project lead and frontend, coordinating a global agency, Red Bull HQ, and redbull.com.

EDUCATION

Computer Science, BEng

Poznań University of Technology · 2012 – 2016

Management in Virtual Environments, MSc

Kozminski University · 2016 – 2018

LANGUAGES

Polish (native) · English (fluent) · Spanish (basic)

ALSO

Certified kitesurfing, windsurfing, skiing, and yoga instructor. Years of teaching in different countries made me better at explaining difficult things simply: workshops, code reviews, product demos.