

Artyom Neustroev

Senior Software Engineer · Frontend & Product Engineering

London, UK

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Senior software engineer with 10+ years of experience building web products, frontend architecture and developer platforms. Combines hands-on TypeScript and React engineering with product judgement: translating developer needs and business goals into supported APIs, tools and workflows. Previously Principal Software Engineer at BuzzFeed; now building data-pipeline APIs and developer tooling at Bloomberg.

Bloomberg | Senior Software Engineer

February 2023 - present · London

Data Pipeline Platform / Developer Experience · 2024 - present

- Led declarative TypeScript pipeline APIs from RFC to production, now used by approximately 20 teams, including major trading teams with complex UIs, and promoted internally as the standard approach to building data pipelines.
- Unified the API surface across two JavaScript runtimes with different execution semantics, making pipeline definitions easier to port and addressing developer requests for more concise APIs.
- Partnered with Bloomberg's React community to establish an infrastructure-supported integration; built the reconciler that keeps derived views stable across React re-renders and shipped the application-facing hook.
- Built developer tooling and test infrastructure across TypeScript, C++ and WebAssembly. Replaced four platform-specific formula-parser binaries with one WebAssembly package and enabled tests to simulate market-data subscriptions without a live backend.
- Improved pipeline debugging tools through targeted changes that reduced memory use by 30% and improved rendering performance by up to 70% in measured scenarios; resolved crashes on million-row datasets and migrated the UI to React.
- Co-led an early pilot evaluating public pretrained models on proprietary technology. Integrated scripts, prompts and tools into an agent sandbox and improved its user experience; the pilot generated 100+ test-migration PRs across dozens of repositories, with nearly half merged.
- Acted as team lead for six months, mentored a new engineer through ownership of a domain-specific language type checker, and delivered talks and training at internal developer conferences.

Trading Workflows · 2023 - 2024

- Built a C++ market-data publishing service for Australian exchange order data, including its event loop, Kafka consumer, entitlements and tests.
- Redesigned cross-application trading blotter linkage and led a TypeScript strict-mode rollout with a CI gate for a large trading UI codebase.

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Experience, continued

BuzzFeed | Principal Software Engineer

2019 - 2023 · London

Progressed from Senior to Staff to Principal Software Engineer.

- Led a seven-person cross-functional team of four engineers, two designers and a product manager delivering web and mobile web experiences for audiences and editorial users.
- Drove frontend architecture and delivery across consumer products, editorial tooling and commercial initiatives, partnering with product, design, editorial and business stakeholders.
- Led web engineering for the BuzzFeed Tasty partnership with Walmart, connecting recipe content with shopping flows and delivering partner commerce integrations.
- Mentored engineers and shaped frontend architecture, delivery standards and cross-functional collaboration.

BuzzFeed | Software Engineering Contractor

2014 - 2019 · Remote

Delivered software engineering work for BuzzFeed as a remote contractor before joining as an employee in 2019.

Prognoz / Rise Technology | Software Engineer

2012 - 2014 · Perm, Russia

Built analytical web applications and data portals for international organisations, including data visualisation, administration and tabular data-processing tools.

TECHNICAL SKILLS

Frontend & APIs: TypeScript, JavaScript, React, reactive APIs, Signals / SolidJS-style reactivity, frontend architecture

Platforms & tooling: Node.js, C++, WebAssembly / Emscripten, CMake, Kafka, Docker, CI/CD, ESLint, developer tooling

Engineering practice: API design, performance optimisation, system design, AI-assisted engineering, technical leadership

EDUCATION

MSc and BSc, Business Informatics

National Research University Higher School of Economics

LANGUAGES

English — fluent · Russian — native