Ediz Uslu

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Senior Frontend Engineer with 6 years at Jotform's Growth department, building React and JavaScript product experiences that are fast, accessible and SEO-friendly, and treating every change as an experiment that has to move a metric. Designed the AI widget factory behind Jotform Website Widgets (150 widgets at launch) and built the frontends of Jotform Landing Builder, an internal no-code site builder behind 1,000+ landing pages, and the Jotform Academy learning platform. Increasingly AI-native: I build LLM agents in TypeScript with LangGraph, structured outputs and tracing, and use AI coding agents (Claude Code, Cursor, Codex) as part of my daily workflow. Machine-learning background from university projects in object detection and image segmentation.

Core Competencies

- **Frontend Engineering**: React (Hooks, Redux), JavaScript (ES6+), TypeScript, HTML5, CSS3; component-driven UI, drag-and-drop editors, i18n and localization pipelines, video streaming (HLS), Chrome extensions, Webpack.
- **Growth Engineering & Growth Hacking**: A/B testing and experimentation, product-led growth, SEO, landing pages at scale, iterating on user-facing flows with data.
- **Web Performance & Accessibility**: performance-optimized rendering and loading, accessible (a11y) interfaces, cross-browser behaviour.
- **AI Engineering**: LLM-driven code-generation pipelines (AI factories), LLM agents with LangGraph and LangChain, LangSmith tracing, Tavily web research, zod-validated structured outputs, multimodal models (OpenAI).
- **AI-Assisted Development**: daily use of Claude Code, Cursor, Codex and GitHub Copilot for prototyping, refactoring and testing.
- **Backend & Tooling**: Node.js, Express, PHP, Twig, Redis, Python, MySQL, PostgreSQL, Git, Jira.
- **Languages**: Turkish (native), English (professional working proficiency, C1), Spanish (beginner).

Professional Experience

- **Jotform** **Ankara, Turkey**
  Senior Frontend Developer, Growth *Aug 2020 - Present*
  Joined full-time as Junior Frontend Developer in August 2020; promoted to mid-level in 2021 and to Senior in 2026.
  - Designed and built an **AI widget factory**, an LLM-driven pipeline that generates production-ready widgets; with my team launched **Jotform Website Widgets** with 150 widgets, a free no-code library that embeds on WordPress, Wix, Shopify, Webflow and HTML sites (the library now lists 500+ widgets).
  - Built the full frontend of **Jotform Landing Builder**, an internal drag-and-drop, no-code website builder: 1,000+ Jotform landing pages have been built with it and are managed through it.
  - Built the full frontend of **Jotform Academy**, Jotform's free online training platform, end to end: a custom video player with HTTP Live Streaming (HLS), lesson and course progress tracking, quizzes and a certification flow.
  - As part of the team that owns localization technically, developed Jotform's end-to-end translation system for a product and website served in 17 languages: the tools translators work in, the mechanisms that render translations across pages, and automatic capture of newly added text into the translation workflow, so the loop runs continuously.
  - Ship and evaluate A/B experiments on user-facing growth flows and landing pages.
  - Write SEO-friendly, accessible and performance-optimized frontend code.
  - Work across the stack where growth work requires it, in PHP, Twig (legacy areas), Node.js and Redis.
  - Mentored 10+ interns and 4 part-time engineers, three of whom converted to full-time roles; run hands-on copiloting sessions for each intern cohort and interview engineering candidates.
  - Give the product demos and launch presentations for the products I build and train Jotform's global technical support teams on them; attended iJS San Diego 2026 as a company-sponsored delegate and presented the key

takeaways to the company.

- **Jotform** — **Ankara, Turkey**
  Software Engineer Intern — *Sep 2019 - Dec 2019*
  - Built **JotForm Voice**, a Chrome extension that lets users with disabilities fill in forms, including complex widgets, by voice (React, Redux, vanilla JavaScript, Webpack).
  - Built **Random Submission Generator**, a developer tool that generates test submissions for Jotform's main product.
- **ESEN System Integration** — **Ankara, Turkey**
  Software Engineer Intern — *Jan 2019 - Apr 2019*
  - Ported voice-segmentation and signal-processing algorithms from MATLAB to Python and integrated them into the product (memory-leak fixes, parallel processing); designed the MySQL database and a Java data-management interface.
- **AYESAŞ (Aydın Yazılım)** — **Ankara, Turkey**
  Software Test Engineer Intern — *May 2018 - Aug 2018*
  - Tested mission-planning software for an unmanned aerial vehicle project through dry-run and acceptance phases; built a shell-script performance-monitoring tool. Selected as a highlighted intern by the university.

Selected Projects

- **Drawing Psychology Agent** (2026, TypeScript): multi-step LangGraph agent that observes an uploaded drawing with a multimodal model, researches visual symbolism via Tavily and returns a zod-validated structured interpretation through an Express API and web UI. Traced with LangSmith; built-in guardrails keep output cautious and explicitly non-diagnostic.
- **Early ML projects** (2019-2020): **CarTobbU**, a smart car-park system (senior project) with YOLOv3/OpenCV occupancy detection, a TensorFlow-trained parking-spot detector and a Node.js/Express API on Google Cloud; **Loss Adjuster**, car dent and scratch detection with Mask R-CNN (Keras, TensorFlow).

Education

- **TOBB University of Economics and Technology** — **Ankara, Turkey**
  BSc in Computer Engineering — *2015 - 2020*