

# Gene Kobilansky

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## WORK EXPERIENCE

### Lansky Technology

Founder & Developer

January 2014 - Present

New York, NY

- Founded a development consultancy delivering React, Node, AWS, and Stripe-powered applications for Fortune 100 clients across mobile, retail, and finance, along with high-growth consumer brands and nonprofits.
- Built **interactive product experiences for Amazon**, including a custom Samsung Galaxy 360° viewer and a React-based virtual nail try-on.
- Rebuilt the TouchTunes B2B marketing site for the world's largest digital jukebox network. Modernized the frontend architecture, improved UX flows, and increased partner engagement with streamlined performance and navigation.
- Designed and launched a Stripe-integrated ecommerce platform for Whittemore House, a leading NYC salon. Improved product presentation and checkout flow, resulting in a **10x lift in online revenue**.
- Created a real-time visualization system for GE using Pixi.js and SVG. Engineered custom animation and data-driven interaction layers that enhanced clarity and audience retention during presentations.

### GMB Fitness

CTO / Tech Lead

October 2018 - Present

New York, NY

- Manage end-to-end product growth and development, impacting **over 120,000 clients and 10,000+ MAU**.
- Run a React/Node.js application for course delivery. Recent updates improved video streaming experience by 35% and page experience score by 47%.
- Developed an in-product Stripe checkout integration offering a free-to-try flow that significantly outperformed our more traditional marketing funnels.
- Led a team of 3 developers and 1 QA engineer on a variety of projects, including: SSO setup, custom event tracking, and ecommerce integration.

### Wealthbot.io

Co-founder & Front End Developer

February 2015 - Dec 2016

New York, NY

- Co-founded a fintech startup providing a **robo-advisor platform with over 1,000 users**.
- Managed a team of 2 developers, using Agile and SCRUM methodologies.
- Designed, built and launched our marketing site, directly contributing to user acquisition and growth through strategic positioning and targeted content.
- Built the platform's key frontend components: **client onboarding, portfolio rebalancing, and custom risk questionnaire** setup, enhancing user experience and platform usability.

### Flow Athletics

Founder

May 2013 - January 2015

New York, NY

- Led design and development for multiple site iterations, using A/B testing (Optimizely) and analytics (Mixpanel).
- Our content-based marketing programs achieved top rank on Google, especially with longer form evergreen content.
- Authored the Flow Athletics blog to share information on nutrition and the mental aspect of sports and fitness.

### PricewaterhouseCoopers, LLP

Manager

July 2007 - May 2013

New York, NY

- Led a team of six to successful multinational Oracle EBS implementation at McDonalds. Prepared our client for shared-services consolidation, **generated up to \$10,000 in yearly savings on banking fees per franchisee**, and delivered global reporting to executive management.
- Project manager in the delivery of a multi-language Oracle Learning Management System for Wyndham Hotels.
- Wrote **5 successful proposals for multi-million dollar projects**.
- Wrote specifications and the underlying SQL queries for reports, interfaces, conversions and extensions.

## EDUCATION

NYU, Stern School of Business

Bachelor of Science - Finance

May 2007

New York, NY

## SKILLS & CERTIFICATIONS

- **Certifications:** Full Stack Developer, FreeCodeCamp (Feb 2016), Management Consulting, Yale School of Management (Sept 2007)
- **Skills:** JavaScript, Typescript, React, Node.js, Nest.js, Express, SVG, Pixi.js, Wordpress, Craft CMS, PHP, Git, Vagrant, SQL, AWS, Postgres; Fluent in Russian, Conversational in Spanish