



IVAN JOVANOVIKJ

Software Engineer

Currently: AI Development
Transformation Engineer

CONTACT

✉ ivan.thursday@gmail.com

🌐 linkedin.com/in/ivanjo

🌐 ivanjo.medium.com

🐙 github.com/ivan-jovanovic

☎ (+31) 0621317596

📍 Rotterdam, Netherlands

SKILLS

AI

Agentic coding tools · Multi-agent
orchestration · Vertex AI · Google ADK ·
LiteLLM · PydanticAI

Languages

PHP · SQL · JavaScript · Python

Frameworks / Libraries

Symfony · Vue · Laravel · Node.js

Databases

MariaDB · MongoDB · ElasticSearch · MySQL
· Postgres · Firebase

Cloud Providers

Google Cloud · DigitalOcean · Heroku · AWS

Development Tools

Codex · Claude Code · Cursor · SonarQube ·
Sentry · Rundeck · Hookdeck

PROFILE

Software engineer with a bachelor's degree in computer science and experience leading engineering teams that design and build domain-driven applications using containerization and cloud infrastructure. Strong believer in a growth mindset, with a focus on the human side of software development, effective engineering practices, and the practical use of AI in development workflows.

CURRENT POSITION

■ HelloPrint AI Development Transformation Engineer

Nov 2025 - Present
Rotterdam

CURRENT

After leading the team as Tech Lead, I moved into a new role focused on how AI fits across the whole way we build software. My main focus is bringing an agentic coding setup into our software development lifecycle, from spec'ing the ticket, to writing the code, to QA, to production. I'm also shaping what the target architecture for an AI-ready platform should look like, and I act as the team's AI advocate, sharing what I learn through workshops and one-on-one coaching, and helping define what good, AI-assisted development actually means for us.

Storefront rebuild - Co-led a greenfield rebuild of HelloPrint's customer storefront and CX admin panel, retiring a 10-year-old legacy platform. Built end-to-end with agentic coding tools (Claude Code + Hermes) and launched to production in ~2 months with a team of three engineers.
(Laravel · Astro)

■ HelloPrint Tech Lead

July 2023 - Nov 2025
Rotterdam

After a year as a Senior Software Developer at HelloPrint, I was promoted to Tech Lead for the same team. In this role I provided broader technical direction to both the team and individual team members, and worked closely with the CTO to understand the bigger picture of the business and make sure we operated as effectively as possible within the organization's goals.

■ HelloPrint Senior Software Developer

May 2022 - July 2023
Rotterdam

I joined HelloPrint as a Senior Software Developer, focusing on the e-commerce platform's backend and dealing with a lot of legacy code. I took the lead on implementing a new architectural approach and created a plan to gradually transform the codebase. Over time my influence in the team grew, and I started working more closely with product owners and stakeholders to make sure our technical decisions aligned with what the business actually needed.

PREVIOUS EXPERIENCE

- **BrainCompass**
Chief Technology Officer

Nov 2015 - May 2023
Rotterdam

During my time at BrainCompass, I created and maintained most of the infrastructure, services and platforms used by our clients and our business alike. My work usually varied between software development, dev/ops, UX and UI on our main product. I was also involved in high-level decisions regarding the business operations and product development.

- **Independent**
Independent Freelancer

2013 - 2015

I served as a versatile freelance consultant, overseeing web development for diverse companies, encompassing tasks like frontend/backend coding, project management and maintenance. As a team leader I worked on end-to-end project implementation, from conceptualization to deployment, specializing in PHP, MySQL, HTML, CSS, JavaScript and other technologies.

- **Glitch Agency**
Web Developer

2011 - 2013
Skopje

I was responsible for planning, coding, operations and maintenance of websites built for the company's clients, working with languages and tools such as PHP, MySQL, HTML, CSS and JavaScript. I also developed and planned different types of Facebook applications using the Facebook API.

EDUCATION

Bachelor's Degree in Computer Science
Faculty of Electrical Engineering and IT

2007 - 2011
Skopje