Zsolt Szalay onlinestoreexpert@gmail.com
LinkedIn : https://www.linkedin.com/in/zsoltszalay

Zsolt Szalay - 4x Certified Magento Architect B2B/B2C, PCI-DSS

Wide skill set, Experienced, Out of the box thinking
9+ years UK, 5 years US Magento projects
Microservices, Data queue and analysis, Integrations…

Translate business requirements to technical language,
Project management, breakdowns, Team support
Online Resume: https://www.BoostMagento.com

Technical background

- **4 years MAGENTO 2** development (Tech lead, Back-End, **CLOUD**)
- **9 years MAGENTO** development (CE, EE, **Varnish, Elasticsearch**)
- 5 years **Docker** based development
- **2 year Data Science,** Python, Pandas, FLASK, Machine Learning
- **4 year Microservices for real time suggestions etc…**
- **Project lead, task management, breakdown, Team support**
- Strong SEO experience for ecommerce and blog on technical and content level too
- **Strong problem solving, troubleshooting in the first row**
- **1 year NodeJS Rest API building**
- **SAML IdP and SP building for SSO/SLO**
- **System wide communications** (SOAP, REST-API)
- 15+ years Front End development (Less, **AJAX,** jQuery, Angular...)
- Responsive Web design and **Bootstrap**
- 1 year LARAVEL Framework (Authentication, Custom Admin)
- **Strong Database knowledge** (MySQL, PostgreSQL, ORACLE, MongoDB)
- Type 1 virtualization - VmWare, XEN Server
- Type 2 virtualization - Vagrant, LAMP, **LEMP, Varnish, Redis, Solr… full stack**
- **ELASTICSEARCH, Data analysis and visualization**
- Versioning: **GIT...**
- Custom monitoring via fast data queue system
- Troubleshooting: XDebug, Profiler for performance issues
- Workflow: **Agile: Jira,** Rally, Plan.io, Jenkins

Other important knowledge

- **CentOS**, **Ubuntu, Redhat EE** linux
- **Nginx**, Apache web servers, WSGI (GeoIP, Device detection….)
- **MySQL**, PostgreSQL and Oracle database servers
- **Redis Key-Value server**, central cache, full page cache and session storage for Magento
- **Varnish cache server**
- **Elasticsearch** for data analysis and facet filtering
- **Beats, Logstash and Kibana** for data flow and visualization
- **Lucene-Solr Search Engine Server**
- **FPC - LightSpeed - Memcached** - custom solutions
- **Strong troubleshooting** experience
Online CV & Portfolio: www.boostmagento.com

Contact information

Name: **Zsolt Szalay**
Email: onlinestoreexpert@gmail.com

13 Magento Enterprise and **20** Magento Community projects

Certificates

- **Magento 2 Associate Developer**
- **Magento Developer PLUS**
- **Magento Developer**
- **Magento Front End Developer**
- **Introduction to Data Science, U.of Michigan**
- **HubSpot Inbound Marketing**
- **Information Security Awareness PCI-DSS**
- **XenServer 6.0 Administration**
- **6x Oracle study certification**
- **BigCommerce Stencil**

https://u.magento.com/certification/directory/dev/342011/

My special areas:
- **Quick understanding of problems**
- **Architect**
- **Magento back-end and performance**
- **Custom module development**
- **Varnish as FPC**
- **Elasticsearch not only for search**
- **Data analysis and visualization**
- **Redis key-value server**
- **Python, Pandas, Flask, Microservices**
- **Data queue systems**
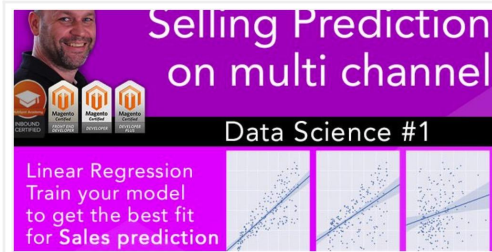- **Ecommerce+Marketing+Data science**

Twitter: https://twitter.com/BoostMagento
LinkedIn: http://linkedin.com/in/zsoltszalay

Confused with Magento 2 SearchCriteria ?

$this->anyIdea('?')

```
$searchCriteria = $this->searchCriteraBuilder()->create();

$products = $this->productRepository
        ->getList( $searchCriteria )
        ->getItems();
```

Confused with Magento 2 SearchCriteria ?
Zsolt Szalay on LinkedIn
August 11, 2019

https://www.linkedin.com/pulse/confused-magento-2-searchcriteria-zsolt-szalay/

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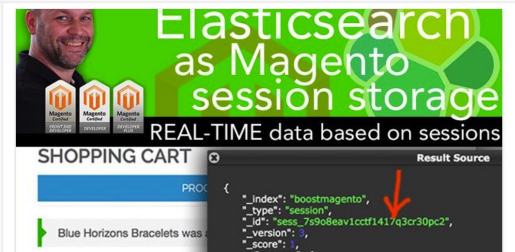# Zsolt Szalay - 4x Certified Magento Architect B2B/B2C, PCI-DSS

Latest Publications on LinkedIn

Selling Prediction on multi channel, Data science #1
Zsolt Szalay on LinkedIn
April 9, 2017

Docker for Magento Devs and Business
Zsolt Szalay on LinkedIn
September 6, 2016

Elasticsearch as a Magento session storage and analyzer
Zsolt Szalay on LinkedIn
August 8, 2016

Magento 2 custom API
Zsolt Szalay on LinkedIn
July 19, 2016

MAGENTO 2 Data Migration Tool
Zsolt Szalay on LinkedIn
July 11, 2016

Magento 2 data binding on front end

Zsolt Szalay on LinkedIn

LinkedIn recommendation from CTO of BAVauto (BMW) - Marc, 2019

"*I had the pleasure to work with Zsolt for the past three years and directly as his direct manager for the past year. His extensive knowledge of Magento EE was what I was looking to add to our staff when he became available. He demonstrated a huge capability to add many new ideas and out of the box problem solving to our robust Magento site by adding Kibana tools including ElasticSearch creating shopping experiences only reserved for the largest companies. He is able to understand and develop solutions in a smart and thoughtful way to improve performance, SEO and UX simultaneously. We were working on merging headless web pages with Magento EE at the end of our time together. Zsolt has a complete understanding of the architecture needed to provide fast and amazing pages to ecommerce websites from setting up the environment to payment processing. There is no one that I would rather work with a Magento or WordPress project. He is an asset in work and in life.*"

More recommendations on my LinkedIn page: https://www.linkedin.com/in/zsoltszalay

I'm proud of

To understand data and to be able to use it are two different things.
Let me highlight the **REAL TIME** factor! This is beyond Magento and you need something more.

At BAVauto (BMW) I have designed and built from scratch a system based on a few ideas that I had for a long time. I am glad BAVauto was open enough and it was a win-win project in the end. It was very powerful and based on Elasticsearch, Microservices (python), Magento and their ERP. I built a microservice layer between all of them to manage communication and enjoy other benefits of it. In the back-end this layer was able to provide fast response to Magento for instance based on Elasticsearch. I have built a complex data deployment process to deploy Product, Order and

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Customer data into Elasticsearch and top on that we were able to create and discover charts in Kibana immediately. More importantly the microservice layer was able to deliver complex and front-end ready data to Magento. As a result of this architect we had some very powerful modules which you can see below.
Please take your time and have a look:

2018 **www.BAVauto.com**
Collecting all bundles from the full collection where the Simple one is part of the bundle. **In real time and without reducing page load time**.
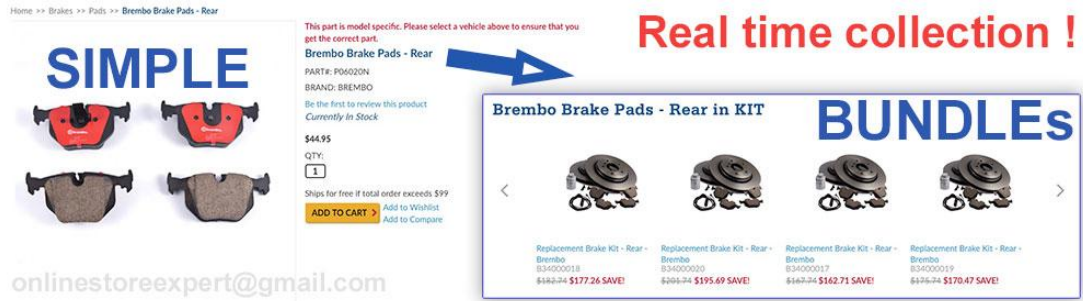
2018 **www.BAVauto.com**
Yes, it's possible. **In real time and without reducing page load time to make an aggregation on previous orders in a time frame**.

2018 **www.BAVauto.com**
Bundle provides relation between products! Can be handy to offer them too. Collection is there in real time without reducing page load.

2018 **www.BAVauto.com/buy-again**
Display Order history and their products like a product list page in order what bought most.
The page super fast because data comes from ElasticSearch.

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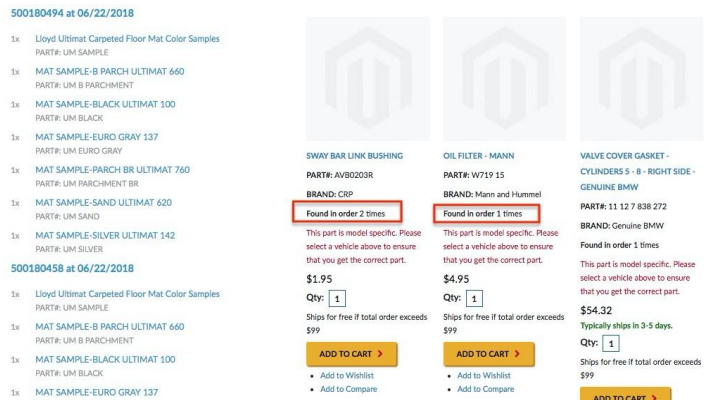
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I'm proud of (2018 - 2019) Idea, architect, implementation from scratch

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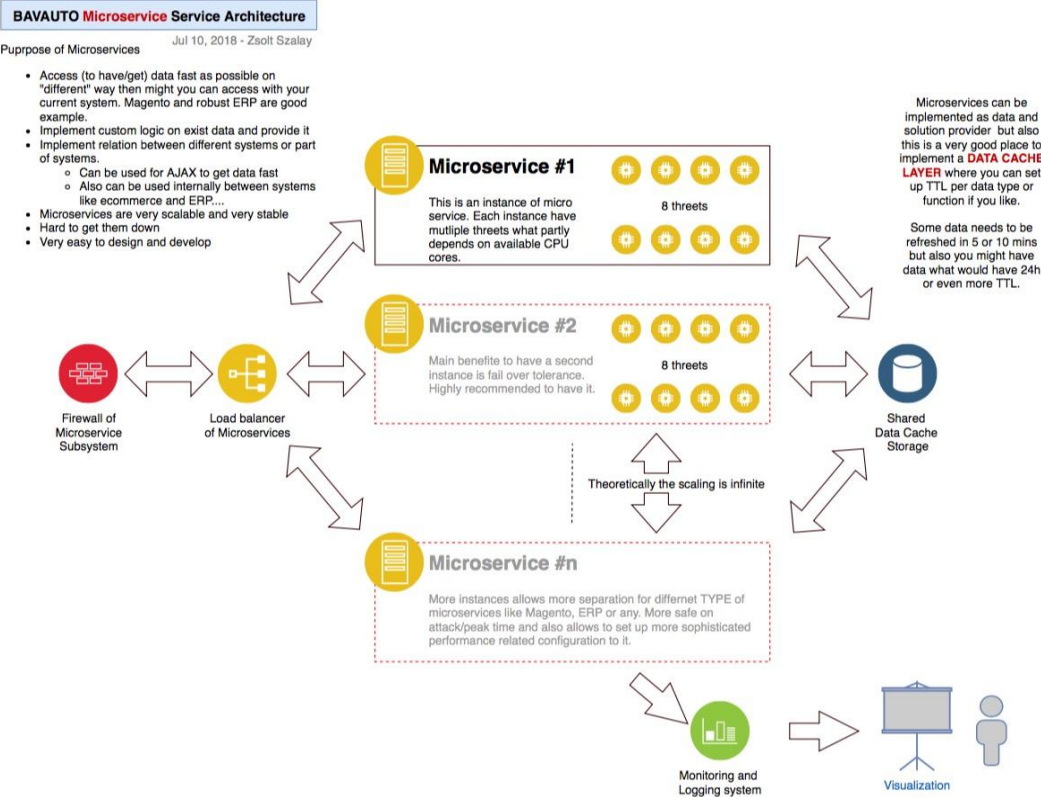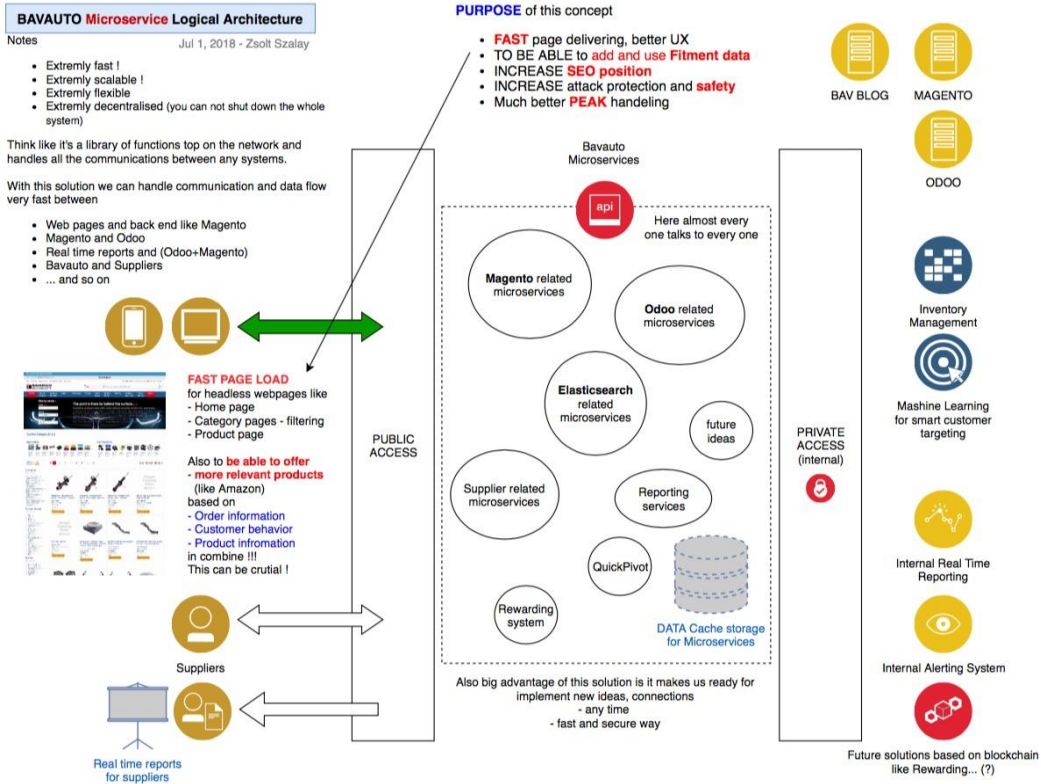
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Data Visualization (2017 - 2019) This is also beyond Magneto and very powerful

2017-2019	**REAL TIME server logs to detect anomalies or even attacks.**	Enterprise level data queue for multiple server environment to deliver real time data for visualization.
		Helps in Magento troubleshooting, detect network anomalies very easy.
		Similar to Newrelic but here you can deal with exact Apache/Nginx/Redis/Memcache/Magento log files. Easy and self hosting.
2017-2019	**REAL TIME Magento Orders, Products, Shipping statistics, Order related product insights…. And so on! Real time and without affecting Magento's database.**	Magento order can have 200+ attributes in some cases. There is NO "question" what you can not rise from this database as a business!
		Very powerful information/insights for business and marketing.

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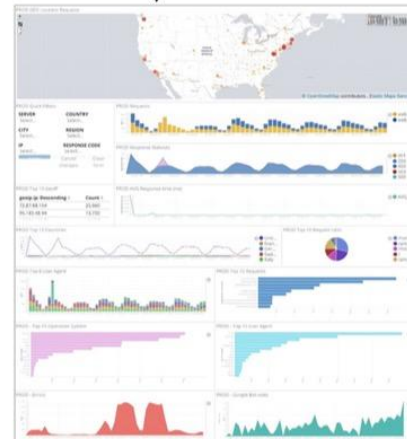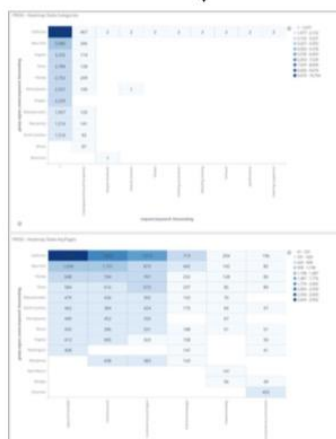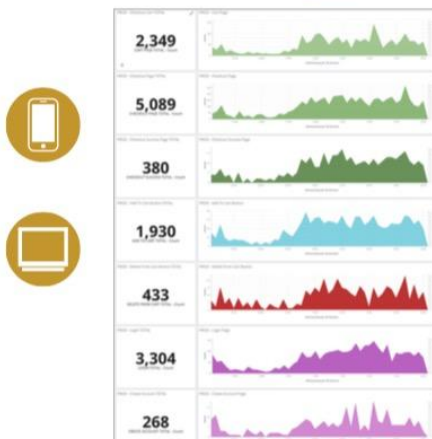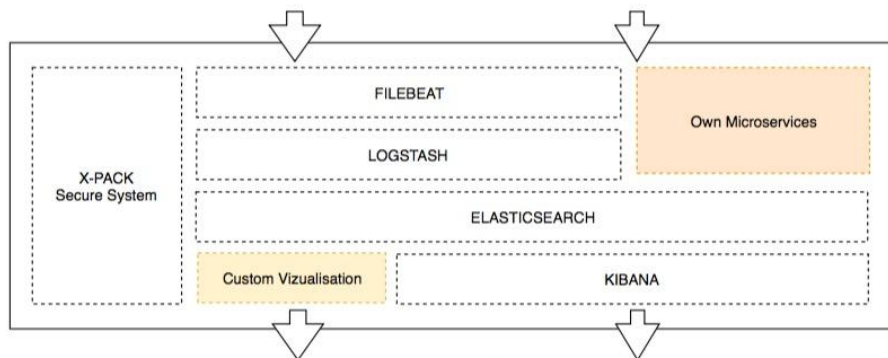
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Data Science Project (2019 - 2020) private/own project to utilize data science

| 2019 | www.SciCommerce.com | I have started to design, architect and develop from scratch based on my own ideas. My goal is to achieve a multi user system to provide statistics, prediction and suggestion based on historical and actual data. |

MAGENTO Projects (2017 - 2019) as Lead Magento developer and Director of technology

| 2020-2022 | BYL Connect | **As Head of IT**, I had to design and build a multi Magento system for a big number of SUPPLIERs and on the other side thousands of SELLERs (as stores). This setup requires a high performance architect to manage both sides and all the stores. Translate business requirements to stories and tasks, then support the Developer team, QA team and DevOps to make these happen. |

| 2019-2020 | Mediotype.com | **As a Magento expert and project tech leader** I'm so excited to work at Mediotype/BlueAcorn iCi. I'm working on **Magento Commerce Cloud** projects like ZAGG. Magento upgrade, data migration. On the B2B side module designing and development from scratch. Magento Coding Standard for the team. |

| 2018-2019 | www.BavAuto.com | **Bavarian AutoSport - BMW & MINI - Director of Technology** Architect, performance and data related solutions. Start to use Elasticsearch for Products, Orders and Logs. Kibana for data visualization. Microservice solutions for fast data flow and big data handling. SEO improvements and work out a business related information board. Real time data messaging system to collect different historical data from different areas and visualize that |

| 2017 | www.nextdesk.com www.xdesk.com | **B2C** site. I had to design and **architect the whole B2C** based on Magento 2. I had to design development workflow, git, kanban board, agile also. Customized solutions for extra fast page load. |

| 2017 | www.evodesk.com | Legacy issues, troubleshooting and designing migration to Magento 2 |

| 2017 | www.demmelearning.com | Magento 2 CE solution that parts of a 4 systems architect with Rest API connection. Major implementation is **SAML** single sign in and log out for more than 300k students |

| 2017 | store.channelfireball.com | Magento CE 2. Card game business with 3M items and growing. Buy Back program and card validation system with specific workflow in back end and customer side also. Custom multi channel selling and custom ERP integration. |

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MAGENTO Projects (2015 - 2017) as Lead Magento developer

2017	www.BavAuto.com		**Bavarian AutoSport - BMW & Mini.** Lead developer. Performance and troubleshooting. Custom solution for Google Search (GSA) based filter navigation.
2016	www.wirelesszone.com		**B2B** site. Website did not launch yet. Custom **SAML login** as User and after that as Customer. Top on Magento customers there is a User Type level based on IdP. Solr custom search. Architect design,
2016	www.mossberg.com		**Magento 2.0 EE - Core fixing** vendor/magento/module-catalog-search/Model/Adapter/Mysql/Plugin/Aggregation/Category/DataProvider.php Problem was in the data provider for filter navigation. Line 77-78
2016	www.partsvu.com		>200K products , **B2B**, ERP, warehouse and quickbook back-end connections. **Solr for search and Elasticsearch** for customized back-end search. Varnish ready puncholeing for future. Special data imports from very different multiple vendors.
2015	www.nutiva.com		**Lead Magento developer**, data imports.
2015	www.mrbeer.com		**Architect, Lead Magento developer**, troubleshooting. Design and full stack setup for servers. Custom multi store solution. www.mrcider.com
2015	www.skinmedica.com		**Lead Magento developer, Architect design**, full server(s) setup

MAGENTO Projects (2012 - 2014)

2014	www.sportpursuit.com		Back-end, **GET MINI CART IN 30ms!, GET PRICES IN 40ms!**, own REST-API, Custom Session in **Elasticsearch, Varnish** FPC custom solutions, GeoIP, Device detection. Built Filter Nav and Product List based on Elasticsearch on fly! ...
2013	www.alexandalexa.com		Back-end, Session migration to Redis key-value server, Redis failover management, customize FPC-Ligthspeed, Dramatically reduced sitemap generation, Slow SQLs, Custom checkout monitoring, GlobalCollect payment
2013	www.Sweatshop.co.uk		Back-end, Custom checkout, Redis, Tomcat, Lucene-Solr, Data migration, Connection to SportsDirect, Pru-Health validation. SALE items on CMS page

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2013	Runnersworldstore.co.uk	Enterprise EDITION	Back-end, Custom checkout, Redis server, Tomcat Servlet container, Lucene-Solr Search server, Data migration from legacy site, Connection to SportsDirect, Runner's World validation
2012	www.Modelzone.co.uk	Enterprise EDITION	EE, Back-end, Varnish cache, Custom Pre-Order System, Redis for cache storage.
2012	www.TheSignalbox.co.uk	Enterprise EDITION	EE, Back-end, Varnish cache, Custom Pre-Order System...
2012	www.eBrookes.co.uk	Enterprise EDITION	Back-end, more than 500 000 items, strong scripting
2012	www.OutdoorLook.co.uk	Enterprise EDITION	Back-end, Front-End
2012	www.BeckAndHersey.com	Community EDITION	Back-end, Front-End development, export/import, custom development, jQuery
2012	www.Cavells.co.uk	Community EDITION	Back-end, Front-End development, export/import, multi-store, Multi-search results on one search result page from different stores, Custom development, jQuery, strict HTML and CSS

Certificates

2019
- **Magento 2 Associate Developer**

2019
- **Introduction to Data Science in Python**
  - Authorized by University of Michigan and offered through Coursera

2018
- **BigCommerce Stencil Development**
  - Study and Certificate for the current company

2017
- **Hubspot Academy Inbound Certified in 2017**
  - Hubspot is a US based market leading inbound company in 100 countries.
  - https://www.hubspot.com/
  - Date: Dec, 2016, Expire: Feb, 2018

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- ○ The bearer of this certificate is hereby deemed fully capable and skilled in Inbound Methodology. He has been tested on best practices and is capable of applying them to attract strangers, to convert visitors, to close leads and to delight customers.

2017
- **Information Security Awareness in the Workplace including PCI-DSS**
  - ○ CFISA (The Center For Information Security Awareness)
  - ○ https://www.cfisa.com/
  - ○ Aug 31, 2017
  - ○ Registration No.: 4def9f90-8eae-11e7-bc93-c193cae5ac87

2016
- **Citrix XenServer 6.0 Administration - Installation Guide**
  - ○ Citrix's XenServer is a 2nd largest server (Type 1) virtualisation solution on the World. Big companies like Amazon (AWS) and other server platform providers are based on this virtualization solution.
  - ○ https://xenserver.org/
  - ○ Apr 16, 2016
  - ○ This is certify that Zsolt Szalay successfully completed the Citrix XenServer 6.0 Administration - Installation Guide online course

2015
- **Magento Certified Developer Plus**
  - ○ Date: March 27, 2015
  - ○ Registration no.: zfalon5009

2014
- **Magento Certified Developer**
  - ○ Date: Sept 26, 2014
  - ○ Registration no.: z48lon50d6

2014
- **Magento Certified Front-End Developer**
  - ○ Date: Dec 16, 2013
  - ○ Registration no.: xfdlon5226

1998
- **Oracle Education study Certificates:**
  - Introduction to Oracle: SQL and PL/SQL development
  - Oracle8 database for administrators
  - Oracle system network
  - Oracle7 system tuning
  - Oracle7 system backup and restoring
  - Oracle7 database administration