

# Goran Loncar

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## SUMMARY

Highly skilled Senior Full Stack Developer with over 8 years of experience creating innovative web applications. Proficient in both front-end and back-end technologies, with a strong ability to architect scalable and maintainable systems. Adept at collaborating with cross-functional teams, managing projects from conception to completion, and delivering high-quality solutions that meet client needs. Excellent problem-solving skills and a passion for staying up-to-date with the latest industry trends and technologies. Committed to driving continuous improvement and exceeding project goals.

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## EXPERIENCE

### E-Commerce Assistant

Microsoft Development Center Serbia

October 2018 - September 2022, Belgrade

- Streamlined product listing workflows by integrating automated inventory management tools, supporting enhanced accuracy and consistency across major e-commerce platforms.
- Implemented cross-platform order tracking dashboards, enabling rapid identification and resolution of fulfillment discrepancies for biotechnology product shipments.
- Devised automated batch pricing update scripts to synchronize biotechnology product catalogs with partner e-commerce systems, minimizing manual interventions and boosting synchronization reliability.
- Consolidated vendor onboarding processes by deploying secure electronic document management solutions, accelerating partner approvals while maintaining compliance standards for biotechnology product listings.

### Smile Analysis Web Application

Mihajlo Pupin Institute

March 2015 - August 2018, Belgrade

- Engineered a web application for automated smile analysis by integrating machine learning algorithms with an interactive front-end interface, facilitating efficient image processing for research purposes.
- Integrated advanced image pre-processing techniques and data augmentation workflows, enhancing the robustness and accuracy of the smile detection pipeline for large-scale experimental datasets.
- Devised a backend evaluation module that automatically benchmarks smile detection models using standardized research datasets, streamlining performance assessment and comparative analysis for ongoing scientific studies.
- Engineered custom WordPress and PHP-based websites that enhanced site performance, facilitated seamless integrations with third-party tools, and elevated user engagement metrics.
- Formulated scalable architectural solutions utilizing WordPress and PHP, resulting in improved maintainability, effortless plugin integration, and heightened accessibility for a diverse user base.

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## PROJECT

### Last Project: WordPress, PHP Websites

<https://sami.holdings/> • April 2024 - April 2025

- Engineered custom WordPress and PHP-based websites that enhanced site performance, facilitated seamless integrations with third-party tools, and elevated user engagement metrics.
- Formulated scalable architectural solutions utilizing WordPress and PHP, resulting in improved maintainability, effortless plugin integration, and heightened accessibility for a diverse user base.
- Devised advanced automation workflows within WordPress and PHP environments to streamline content management processes, bolster security protocols, and drive higher operational efficiency.

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## EDUCATION

### Bachelor in Software Engineering

Minor in Mathematics • Gallatin College, Montana State University • Belgrade • 2016

- Bachelors of Science in Software Engineering from a reputable university, with a strong focus on computer programming, software development methodologies, and algorithm analysis.
- Completed a range of core courses such as Data Structures, Operating Systems, and Software Architecture, providing a solid foundation in software engineering principles.
- Completed an internship at a tech company, where I applied classroom knowledge to real-world software development projects.
- Participated in code reviews, debugging sessions, and software testing under the guidance of experienced engineers, honing problem-solving and critical thinking abilities.

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# SKILLS

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React Native, React.js, Angular, Vue.js

WordPress, Laravel, PHP

Shopify, eCommerce

Node.js, Express

MongoDB, MySQL, GraphQL

HTML, CSS, JavaScript

UI/UX, OpenAI API, Google Analytics

Python, Java

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