

Pavel K.

Solution Architect

TechHive
IT's simple with us

Professional summary

Pavel is an experienced Solution Architect with 15+ years in e-commerce and retail digital transformation. Strong background in Salesforce Commerce Cloud, omnichannel ecosystems, and complex system integrations (ERP, OMS, ESP). Led multiple replatforming and migration initiatives for international retail brands, including direct experience with Emarsys in a UK fashion retailer environment. Proven ability to analyse existing systems, shape solution roadmaps, and align technical delivery with business objectives. Pavel has hands-on experience across frontend and backend development, API integrations, and performance optimisation, combined with a pragmatic approach to team leadership, stakeholder engagement, and end-to-end solution ownership within distributed, multi-disciplinary teams.

Education	Sofia University St.Kliment Ohridski Master Field Of Study Virtual Culture
Certificates	Exploratory Data Analysis for Machine Learning, IBM Salesforce Certified B2C Commerce Architect, Salesforce
Skills	JavaScript, TypeScript, PHP ActionScript 2, SQL, HTML, CSS React, React Native, Node.js Emarsys Salesforce Commerce Cloud (SFRA, Pipelines/Controllers, PWA-kit), Salesforce OMS Adyen, CyberSource, Stripe, PayPal, MasterCard Payment Gateway (DataCash), API integration Cloudinary, Amplience, Stibo, Plytix Algolia, Google Tag Manager, Enhanced Ecommerce AWS MySQL

Recommendations

Devin Allen
Principal Digital Operations Manager at Pandora

”Pavel lead an ever changing team to transform the checkout flow for our global eCom site built on SFCC. The bespoke implementation has proven to be critical to driving conversion. His attention to detail and teamwork was greatly appreciated; he was a critical part of our team.”

Steve Newland
Associate Director at Accenture

“Pavel delivered excellent work for us during his relatively short time at Javelin Group. He took the lead of a complex project and did so with immediate technical authority greatly improving our delivery. His depth of knowledge in Demandware is excellent and his approach to all things was intelligent, calm and professional.”

Company	**TechHive**
Project	**AllSaints** Main focus: Customer workstream
Period	Feb 2026 – till now
Role	Solution Architect
Technologies	Salesforce Commerce Cloud, NewStore, GCP, BigQuery, Looker, Boomi, Klaviyo, Emarsys

Responsibilities

- Owned the solution architecture for a marketing platform migration from Emarsys to Klaviyo, supporting a flexible, data-driven, and scalable eCommerce ecosystem;
- Defined the customer data migration approach, including data mapping, transformation, validation, and cutover planning;
- Designed integration patterns between the marketing platform, eCommerce systems, and customer data services across B2C, B2B, marketplace, dropship, and concession channels;
- Provided architectural consultancy across the customer workstream, translating business requirements into technical solutions;
- Produced solution designs, API specifications, data flow diagrams, and architectural documentation;
- Collaborated with distributed internal and external engineering teams to align implementation with the agreed architecture and resolve technical dependencies;
- Engaged business and technical stakeholders to communicate solution options, dependencies, and trade-offs;
- Participated in Agile ceremonies and guided technical decision-making throughout delivery.

Company	**CodeIterator**
Project	**Russell & Bromley.** Main focus: Salesforce replatforming
Period	Mar 2025 – Jan 2026
Role	Solution Architect
Technologies	Salesforce Commerce Cloud B2C, Salesforce OMS, Dynamics 365 ERP, Emarsys, Adyen, API integration

Responsibilities

- Collaborated with the development team to integrate existing systems with Salesforce Commerce Cloud B2C, including external platforms such as Dynamics 365 ERP, Salesforce OMS, Emarsys, and Adyen;
- Provided high-level estimates, planned the development process, and designed end-to-end system integrations in close collaboration with the business;
- Established efficient operational workflows and implemented best practices to optimize performance.

Company	**CodeIterator**
Projects	**2Ride Holding.** Main focus: Digital Transformation
Period	Jan 2024 – Mar 2025
Role	Solution Architect
Technologies	Sage X3, PIMCore, Elastic B2B, Jitterbit, API integration

Responsibilities

- Collaborated with development teams to integrate systems such as Sage X3, PIMCore, Elastic B2B, and Jitterbit;
- Provided high-level estimates, planned the development process, and designed end-to-end system integrations in close collaboration with the business;
- Established efficient operational workflows and implemented best practices to optimize performance.

Company	CodeIterator
Projects	**Multiple brands (consultancy).** Main focus: Salesforce B2C SFRA storefronts
Period	Jan 2023 – Dec 2023
Role	Technical Lead
Technologies	Salesforce B2C (SFRA), React Native, SCAPI, API integration

Responsibilities

- Supported development teams in a consultancy company, delivering solutions for multiple clients and ensuring alignment across different projects;
- Planned and led the integration between stack components, including Salesforce Commerce Cloud (SFCC), Salesforce OMS, and ERP systems, ensuring seamless data flow and system interoperability;
- Provided estimates, conducted code reviews, and prepared comprehensive documentation to maintain high-quality standards;
- Offered technical guidance, extended and customized SCAPI, implemented payment processors, and developed cross-system data exchange solutions;
- Established development workflows and promoted best practices among SFCC team members to improve efficiency, maintainability, and overall project quality.

Company	**CodeIterator**
Project	**ASDA group.** Main focus: Salesforce B2C PWA-Kit based storefront
Period	Feb 2022 – Jan 2023
Role	Solution Architect
Technologies	Salesforce B2C PWA-Kit based storefront, Salesforce Commerce Cloud, SCAPI, OCAPI

Responsibilities

- Collaborated closely with front-end specialists to successfully integrate the PWA-Kit framework with Salesforce Commerce Cloud (SFCC), ensuring seamless communication between the front-end Progressive Web App and the backend commerce system;
- Prepared detailed estimates for development tasks, conducted comprehensive code reviews, and maintained thorough documentation to support knowledge transfer and ongoing project maintenance;
- Provided technical guidance on extending SCAPI and OCAPI, including planning and implementing cross-system data management and data transfer processes between SFCC, ERP, and other integrated platforms;
- Established efficient development workflows and best practices for SFCC team members, standardizing processes across frontend and backend teams to improve code quality, collaboration, and delivery efficiency.

Company	CodeIterator
Project	**Aqualung group.** Main focus: Salesforce B2C websites in EMEA and AMER
Period	Jan 2020 – Jan 2022
Role	Solution Architect
Technologies	Salesforce Commerce Cloud (SFCC), Salesforce OMS, Dynamics 365 (ERP), SCAPI/OCAPI, PWA-Kit, React, React Native, API integrations, Agile development

Responsibilities

- Designed the end-to-end technical solutions for three retail brands Aqualung, APEKS, and Aquasphere ensuring that architecture, integrations, and workflows met business requirements while maintaining scalability and performance;
- Led the full lifecycle of development and system integration, coordinating Salesforce Commerce Cloud (SFCC), Salesforce OMS, and Dynamics 365 (ERP) to deliver seamless end-to-end commerce and operational processes;
- Collaborated closely with developers, technical leads, and solution architects, providing guidance and support to ensure high-quality implementation and adherence to architectural standards;
- Prepared estimates, conducted code reviews, and produced documentation, supporting both the development team and management in planning, risk assessment, and knowledge sharing;
- Designed solutions with a focus on balancing business requirements, technical constraints, and project timelines, ensuring achievable delivery milestones without compromising quality;
- Advised and supported the management team with technical expertise, helping to translate complex technical options into clear business decisions and strategies.

Company	**CodeIterator**
Project	**Stanley Black & Decker.** Main focus: MacTools B2C website
Period	Jan 2019 – Dec 2019
Role	Technical Architect
Technologies	Salesforce B2C

Responsibilities

- Created comprehensive technical designs for project modules, ensuring that architecture and system components met functional requirements and aligned with overall solution strategy;
- Collaborated closely with developers, providing hands-on technical expertise, guidance, and recommendations to support implementation and resolve complex development challenges;
- Prepared detailed estimates, conducted code reviews, and assisted in project setup, contributing to accurate planning, high-quality code, and smooth project onboarding;
- Supported the sales team during client-facing meetings, offering technical insights, explaining solution capabilities, and addressing client questions to facilitate successful proposals and decision-making;
- Worked on payment integration, designing and implementing processes to securely connect payment gateways with the system, ensuring seamless transaction flows and compliance with relevant standards.

Company	CodeIterator
Project	**Pandora Jewelry (checkout)** The project involved a global release across 16 countries, improving performance and standardizing development practices for Salesforce Commerce Cloud (SFCC) sites, aiming to enhance page load speed and maintain high code quality
Period	Mar 2017 – Jan 2019
Role	Tech Lead
Technologies	Salesforce B2C

Responsibilities

- Led the release of a configurable checkout across 16 countries, coordinating deployment, testing, and configuration to ensure consistent functionality and user experience in all regions;
- Implemented a new Webpack-based build process for all regional sites, increasing page load speed by up to 40% and optimizing front-end performance and asset management;
- Enhanced development practices by establishing coding standards and rules for code quality (ESLint, Prettier, etc.);
- Mentored and collaborated with a team of 15+ developers, and led a core team of 6 to ensure consistency and adherence to best practices.

Company	CodeIterator
Project	**JustGiving (checkout)**
Period	2017
Role	React Developer
Technologies	React, Redux, Node.js

Responsibilities

- Built an application with fully automated testing and CI/CD, released on PR merge with no manual QA;
- Achieved 99% unit test coverage, complemented by integration and end-to-end (E2E) tests.

Company	ForkPoint
Project	**Digital transformation**
Period	2016 - 2017
Role	React Developer
Technologies	React, NodeJS, Salesforce B2C

Responsibilities

- Developed a React-based product bundle configurator integrated with Salesforce Commerce Cloud (SFCC), improving performance by up to 100%.
- Designed and implemented a unified RESTful API endpoint, consolidating multiple third-party APIs into a single integration point.
- Optimized website performance through Cloudinary integration, reducing image payload overhead by up to 300%.

Company	Accenture
Project	**Unilever (Multiple brand sites)**
Period	2016
Role	Team Lead
Technologies	Salesforce B2C (Demandware)

Responsibilities

- Led a team of 14 developers while fulfilling the role of a Tech Lead/Architect and scrum master;
- Delivered 2 projects on time with very tight deadlines;
- Provided support and training for team members, build trust in a large team.

Company	PFSweb
Project	**DailyMail marketplace (Animal eStore)**
Period	2014 - 2016
Role	Tech Lead / Architect
Technologies	Salesforce B2C (Demandware)

Responsibilities

- Played a key role in establishing development practices and standards in a newly formed company, supporting a team of 10+ SFCC developers;
- Designed and delivered a scalable, complex marketplace architecture for DailyMail, enabling sales of tens of thousands of products from hundreds of suppliers.