

Karim EL HAMRI

Frontend Engineer

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SUMMARY

Frontend Engineer with 4+ years of experience building web applications, CMS platforms, and e-commerce solutions using **JavaScript**, **TypeScript**, **React**, **Next.js**, and **Tailwind CSS**. Comfortable working across the full frontend stack — from translating Figma designs into pixel-perfect UI, to integrating REST and GraphQL APIs, optimizing performance, and shipping features end-to-end. Have also worked with Vue.js, Node.js, and PHP/Laravel across various products and companies, enabling me to adapt quickly to different stacks and codebases.

EXPERIENCE

Frontend Engineer · **Dekoora**

May 2024 – Present | Remote · Germany

- Led the migration of the company's platform from Shopify Liquid to a Next.js/TypeScript/GraphQL stack — handling everything from architecture decisions to production deployments.
- Integrated Shopify Storefront & Admin APIs via GraphQL to handle product data, cart logic, gift card flows, and EN/DE multilingual support.
- Developed an in-house Node.js/Sharp tool that automates image processing (resizing, mirroring, element injection) and sends email notifications on success or failure.
- Built and shipped core features including a custom image uploader (with filters, zoom, and rotation), a dynamic Frame Offer Popup, and a Gift Card system with custom email templates — all of which directly contributed to revenue growth.
- Ran Lighthouse and accessibility audits across the storefront and resolved performance and a11y issues on both the Liquid and Next.js codebases.
- Leading daily standups and technical planning for a team of 3–4 engineers — handling code reviews, PR merges, and pushing updates to production.

Full-Stack Developer · **YouCan**

April 2023 – May 2024 | Hybrid · Rabat

YouCan Confirm | Full-Stack Developer (Jul 2023 – May 2024)

- Worked across frontend and backend on YouCan Confirm — an order confirmation tool for sellers — building new features with Vue.js, TypeScript, Tailwind CSS, PHP, and Laravel.
- Built and integrated reusable components across platform pages and landing pages using Vue.js, YouCan UI, Laravel Blade, and UnoCSS.
- Owned all UI/UX work independently, taking designs from Figma to production without a dedicated designer.
- Reviewed code across the team and pushed regular optimizations that kept the codebase clean as the product scaled.

YouCan Ship | UI/Frontend Developer (Apr – Jul 2023)

- Worked on the YouCan Ship platform — a shipping management tool for e-commerce sellers — building and integrating platform pages and components using Vue.js and the YouCan UI library.
- Built the project's marketing website from scratch using Laravel Blade and Tailwind CSS, translating Figma designs into a fully integrated landing page.
- Collaborated regularly with the design and dev team to align on UI decisions and ensure consistent implementation across the platform.

Front-End Developer · **MOAJ**

March 2021 – September 2022 | On-site · Marrakech

- Worked on a variety of client projects ranging from simple websites to more complex SaaS-like CMS platforms, including tools built for call centers.
- Built and integrated UI components from Figma designs into production using Vue.js, Nuxt.js (v2/v3), Quasar JS, and Tailwind CSS.

- Developed admin/CMS interfaces with Quasar JS and handled SEO improvements that boosted traffic rankings for several clients.

Front-End Developer · Freelance

January – May 2022 | Remote · Marrakech

- Delivered websites and platforms for a range of clients, including a VTC/private driver service, education platforms, a French government isolation service, and an LED company — mostly built with React.js, Vue.js, and Tailwind CSS.
- Built a full-stack nightclub website using Vue.js, Tailwind CSS, and Firebase, handling everything from design to backend integration.
- Implemented Figma designs into code, handled SEO optimization, and improved page performance across multiple projects.

SKILLS

Frontend: React.js, Next.js, Vue.js, Nuxt.js, TypeScript, JavaScript, HTML5, CSS3, SCSS, Tailwind CSS, Bootstrap

Commerce: Shopify Liquid, Shopify Storefront API, Shopify Admin API, GraphQL

Backend: Node.js, Express, PHP, Laravel, SQL, MySQL, SQLite, MongoDB, Firebase

Testing: Jest - Vitest - Playwright

DevOps & Deploy: Git, Bash, CI/CD, Vercel, Cloudflare

Monitoring: Grafana, Kibana

Tools: Figma, Canva, Jira, Asana, Milanote, VSCode, Cursor, Windsurf, Lighthouse, WAVE

EDUCATION

Web Development Degree · ISTA Institute, Marrakech · 2019

CERTIFICATIONS

Understanding TypeScript · Udemy · Sep 2025

The Ultimate MySQL Bootcamp · Udemy · Feb 2025

Complete JavaScript Course · Udemy · Mar 2023

LANGUAGES

English: Fluent (professional and daily use) **French:** Intermediate **Arabic:** Native