Alireza Ettehadi

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Summary

With 6 years of experience as a **Front-end Engineer**, I have built and maintained scalable web applications using **JavaScript**, **TypeScript**, **React**, with deep expertise in **Next.js**. Focused on delivering **high-performance**, **user-friendly interfaces** while **collaborating** with teams on complex challenges and **architectural decisions**. **Mentored** junior developers and promoted best practices in **testing**, **performance**, and **maintainability**. Eager to contribute to innovative platforms that enhance **team collaboration** and continue growing expertise in advanced **front-end architectures**.

Work experience

Frontend Software Engineer, *Digikala* ⧉   Dec 2025 – Present │ Tehran

Digikala Group is a leading e-commerce organization with a strong presence in multiple online industries, including consumer goods, fashion and apparel, e-books, content publishing, digital advertising, big data, fintech, FMCG, and logistics.

- Implemented and enhanced the **Video-on-Demand (VOD) frontend** with **Next.js**, and built internal **back-office** features using **React** and **Refine** for Digikala employees.
- Developed and maintained backend services for the **VOD platform** using **Java** and **Spring Boot**, implementing RESTful APIs and core business logic.
- Collaborated on the development of the **Digiplus mobile application** using **React Native**, focusing on feature delivery and user experience improvements.

Senior Frontend Engineer, *Heli Technology* ⧉   Nov 2024 – Dec 2025 │ Istanbul

Heli Technology is a remote-first company focused on building user-centered digital products that solve real-world problems.

- Took part in developing and expanding the company-wide internal **design system** in close **collaboration** with designers and engineers
- Partnered with cross-functional teams to address complex product challenges and guide **architectural decisions**
- Helped establish and maintain a **monorepo setup with Nx**, making collaboration smoother and ensuring consistent tooling across projects
- Collaborated on automated test suites with **Playwright (E2E)** and **Jest (unit/integration)** to improve code confidence and stability
- Collaborated with backend and product teams to apply **TanStack Query** for data fetching and caching, leading to faster apps and reduced server load

Senior Frontend Engineer, *Legamart* ⧉   Sep 2022 – Nov 2024 │ London

LegaMart is a secure, all-in-one, online global platform for finding and engaging verified lawyers.

- Overhauled the end-user project using **Next.js (leveraging app router)** to enhance overall efficiency and user experience.
- Developed comprehensive test suites for critical workflows using **Cypress** and **Jest**, ensuring robust and error-free applications.
- Implemented **Dockerization** for seamless project deployment and scalability.
- Established a **monorepo** structure with **NX**, streamlining code organization and management.
- Migrated legacy projects from **Redux** to modern state management solutions like **Zustand** and **Jotai**, reducing boilerplate, and enhancing maintainability.
- Enhanced design consistency and team collaboration by adopting **Tailwind CSS** for UI development
- Optimized website performance by applying recommendations from **Google PageSpeed** and **GTmetrix**
- Collaborated with backend team using **Node.js** to help bring features to a production-ready state faster.
- Implemented a **React Native** app to quickly prepare a pitch deck for investor presentations.

Frontend Developer, *Vitrin* ⧉   Oct 2020 – Sep 2022 │ Tehran

Vitrin is a commerce platform like Shopify, Square, etc including products such as Website Builder, POS Desktop Application, and Business listing service.

- Spearheaded the migration of a critical project from **React** to **Next.js**, implementing **SSR** and **SSG** and **ISR** to enhance **SEO** and overall **performance**.
- Collaborated on migrating to a **Lerna monorepo** for better teamwork and code management
- Actively participated in the **review and integration of pull requests** for the front-end chapters, ensuring code quality and alignment with project objectives.
- Implemented strategic measures to boost website performance, leveraging insights from **Google PageSpeed** and **GTmetrix** analyses.

Frontend Developer, *Self Employed*   May 2020 – Oct 2020 │ Tehran

During this period, I collaborated part-time with the IT department students at my university, working on JavaScript and React projects with the goal of gaining practical development experience.

- Developed compact projects for local businesses utilizing **React** and **Next.js**.
- Improved website performance using insights from **Google PageSpeed** and **GTmetrix**

Education

bachelor of Mechanical engineering   Sep 2013 – Dec 2017

Technical Skills

Javascript │ Typescript │ React │ Next.js │ Node.js │ TanStack Router │ TanStack Query │ Zustand │
React Testing Library │ Nx │ TailwindCSS │ Git │ Webpack │ Redux │ Jest │ Express.js │ React Native