Anouar Mahmoud BELLAKHA

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Senior Frontend Engineer

Senior Frontend Engineer with over 5 years of experience, proficient in modern technologies like JavaScript (ES6+), TypeScript, React.js, Next.js, Vue.js, etc...

Experienced within Agile contexts of Software and consulting companies, as well as Series-A startup environments with a deep interest in frontend architecture and functional programming. Known for enhancing UX/UI, leveraging DX, optimizing performance and SEO, and ensuring Frontend reliability through clean code and comprehensive testing.

Expertise

- Strong command of modern technologies like JavaScript (ES6+), TypeScript, React, Vue.js, and Next.js, coupled with a deep interest in frontend architecture and functional programming.

- My professional journey includes working with global brands like Nespresso, Carrefour, and Airbus, and dynamic Series-A startups like VEED, where I've contributed to the development and enhancement of high-traffic E-Commerce and marketing platforms.

- I have a proven track record of enhancing UX and WAI-ARIA/SEO compliance, aligning technical solution with the business vision/requirements, implementing readable, maintainable, and extensible solutions aligned with the business vision, as well as comprehensive testing strategies, and optimizing the code performance.

- I possess a strong focus on architectural and Developer Experience (DX) aspects, excelling in designing scalable frontend architectures and fostering developer-friendly environments that boost productivity and code quality.

Main Experiences

Feb '23 - Current   **Remote**

Senior Frontend Engineer (Contractor)
SQLI / Carrefour - Digital Factory

- Implemented an automated system for annotating Vue components, enhancing the organization and traceability of components within the project.
- Developed custom tooling to optimize the code review process by streamlining component ownership identification and improving collaboration among cross-functional teams.
- Integrated efficient file searching and pathname streaming techniques to optimize performance when scanning large directory structures for Vue components.
- Leveraged parallel processing to boost performance when inspecting Git author contributions and updating component annotations, resulting in significant time savings for the development team.
- Enhanced developer productivity by creating comprehensive and easy-to-follow documentation for the Template Tagger tool, ensuring a smooth onboarding experience for new team members.
- Collaborated with other teams to identify opportunities for improving developer workflows, driving improvements in project structure, code quality, and collaboration tools.

Aug '22 - Jan '23   **Remote**

Senior Frontend Engineer (Contractor)
SQLI / APICIL Group

- Integrated Storybook to document the design system.
- Refactored code related to reusable React components to decouple the in-house design system.
- Created a proof-of-concept to refactor the Frontend App architecture towards a micro-frontends approach using TurboRepo.

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Main Experiences

- Improved the Developer Experience to increase production velocity by refactoring the way linters and code formatters activate on Git commit/push commands, and using Git diffing for this purpose.
- Centralized the theming mechanism to integrate better with design tokens provided by designers.
- Improved the Web Accessibility and UX of reusable React components with the help of the design team.
- Maintained and upgraded deprecated dependencies.
- Provided Front-End expertise consultancy to aid in resolving technical problems.
- Provided React training to new joining developers.
- Performed Code Reviews and Bug fixing.

Nov '21 - Aug '22   Remote

Senior JS/TS Growth Engineer (Contractor)
VEED.IO

As a Growth Engineer at VEED, an online video editing platform, my role was multifaceted and centered around the development and enhancement of the company's marketing platform. This platform was a micro-frontends monorepo that not only included the marketing website but also encompassed several sub-products related to the video editing experience.

A significant part of my work revolved around implementing and maintaining the orchestration of these micro-frontends. I worked closely with Strapi, a headless CMS, to automate the generation of Next.js/Strapi sub-products. This automation not only streamlined the development process but also ensured that each sub-product was efficiently created and integrated within the larger ecosystem.

In addition to these tasks, I developed new features and improvements for the marketing platform and its associated sub-products, ensuring high performance, responsiveness, and alignment with the team's growth/acquisition objectives. I also worked closely with the marketing team to understand user behavior and feedback, which informed the design and implementation of new features and enhancements.

This role at VEED allowed me to contribute significantly to the growth of the platform while honing my skills in full-stack development, user experience design, and growth marketing strategies. It also provided me with valuable experience in managing and developing within a micro-frontends architecture.

- I excel in cross-functional environments and Agile-based (Scrum) teams steups, having collaborated closely with backend teams, UX/UI teams, and PMs to deliver high-quality features and improvements that aligns with the business vision, as well as proposing and clarifying technical solutions.to non-technical team members.

- Beyond technical skills, I bring leadership and mentorship abilities to the table, having conducted technical workshops, mentored less experienced developers, onboarded new team members, and performed effective code reviews.

Education

State Engineer Diploma in Software Engineering

Polytechnic School of Agadir
2017
Agadir, Morocco.

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Main Experiences

Jul '20 - Oct '21   Remote

Mid Frontend Engineer (Permanent)
SQLI / Nestlé – Nespresso

As a Senior Frontend Developer at Nespresso, I played a crucial role in the retrofit the company's Drupal-based e-commerce platform. My work primarily involved developing and integrating reusable Vue components, which significantly improved the platform's functionality and user experience.

I collaborated closely with the Drupal Backend team to ensure seamless integration of the Vue components, as well as on integrating Drupal based features with the FE side. This cross-functional collaboration was key to the successful delivery of high-quality features.

I also focused on optimizing the performance of Vue components and implemented unit tests using the Vue Testing Library to ensure the reliability and quality of the code.

Working alongside the UX/UI team, I contributed to the delivery of accessible and user-friendly interfaces that enhanced customer satisfaction. This role allowed me to further refine my skills in frontend development, user experience design, and cross-team collaboration within an E-commerce complex context.