

MOHAMED HEDI HAMMAMI

Full-Stack Web Developer - E-Commerce Specialist

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PROFESSIONAL SUMMARY

Results-driven Full-Stack Developer specializing in building high-performance e-commerce platforms and scalable SaaS solutions. Expert in the MERN stack, CMS integrations, and conversion-focused UI/UX design. Proven track record of improving site speed, increasing online sales, and streamlining content operations. Adept at translating business goals into technical solutions that deliver measurable growth.

CORE SKILLS

Frontend: React.js, Next.js, TypeScript, Tailwind CSS, JavaScript (ES6+), HTML5, CSS3, Bootstrap

Backend: Node.js, Express.js, MongoDB, MySQL, PostgreSQL, GraphQL, RESTful APIs, Microservices, JWT

E-Commerce & CMS: Shopify, WordPress, PrestaShop, Sanity, Strapi, Contentful

Tools & DevOps: Git/GitHub, Docker, Postman, CI/CD, Agile/Scrum, API Integration, TDD

PROFESSIONAL EXPERIENCE

Full-Stack Web Developer - ShiftPoint | Aug 2024 - Present

- Increased online store conversion rates by 25% by designing and implementing custom Shopify Liquid templates, streamlining checkout flows, and improving mobile responsiveness.
- Reduced API response times by 50% by refactoring Node.js/Express.js endpoints and optimizing MongoDB queries for faster data retrieval.
- Integrated third-party APIs for real-time inventory updates and payment processing, enhancing operational efficiency and reducing cart abandonment.
- Applied cross-browser optimization and performance tuning, improving Shopify store load times by up to 1.2 seconds.
- Collaborated with design and marketing teams to launch high-impact e-commerce features in two-week Agile sprints, consistently delivering on time and exceeding client expectations.

Full-Stack Web Developer - 3StoryConsulting | Apr 2023 - Apr 2024

- Delivered 10+ custom WordPress websites for e-commerce and service-based businesses, tailoring PHP and plugin configurations to client requirements.
- Boosted page load speed by 35% through theme optimization, image compression, and caching strategies, resulting in improved SEO rankings.
- Integrated payment gateways, shipping calculators, and CRM systems to automate business workflows and reduce manual processing time.
- Migrated outdated WordPress sites to modern, lightweight builds, reducing maintenance costs and improving site security.
- Led client workshops to gather requirements, define technical scopes, and provide training on CMS content management, ensuring smooth post-launch operations.

KEY PROJECTS

Learning Management System (Next.js, TypeScript, Sanity, Clerk.js)

- Built a secure LMS with role-based authentication and headless CMS content delivery.
- Achieved sub-2s page loads and seamless course navigation using Tailwind CSS & optimized Next.js routing.

AI Ad Analyzer (Next.js, Ads Manager API)

- Developed an AI-powered analytics dashboard to identify top-performing ads by CTR, sales, and engagement.
- Delivered ad performance insights that increased ROAS by 18% for test clients.

EDUCATION

Master's in Computer Science - Université Privée des Études Scientifiques et Technologiques (UPES) | Oct 2019 - Jun 2022 | Tunis, Tunisia