



# Thijs Broerse

*TyZ - Think. Yield. Zenith.*

*Interim Tech Lead - Freelance Senior Web Engineer*

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Hi, I'm Thijs Broerse, a frontend and full-stack expert with

**20+ years of experience** in **web development** and team **leadership**. I specialize in React, TypeScript, and modern architecture, delivering high-quality solutions with international teams.

*Let's build something great together!*



## Technical stack

### Frontend Frameworks & Libraries

- **React, Next.js**, React Server Components (RSC), Vue, Angular, Muban, Zustand, Redux, MobX, RxJS, Tailwind CSS, Material UI, CSS, SASS, Flowbite.

### Backend Development, DevOps & Cloud

- Node.js, PHP, .NET, Prisma, MySQL, SQL, Java, Perl.
- Microsoft Azure, Amazon Web Services (AWS), AppSync, AWS Amplify.
- Continuous Integration (CI) & Delivery (CD): GitHub Actions, Bitbucket Pipelines.

### Data & APIs

- JSON, XML, REST, GraphQL, Clerk API, Google Maps API, Facebook API and more.

### Leadership, Mentoring & Teaching

- Experienced in leading development teams, coaching, and developing talent, including conducting training sessions and knowledge-sharing workshops.

### Testing & Code Quality

- Testing frameworks: Jest, React Testing Library (RTL), Storybook, Playwright and more.
- Code quality: ESLint, Prettier, code reviews, coding standards.

### Animations & Interactivity

- Canvas, WebGL, Lottie, GSAP, Framer Motion, SVG, CSS animations.

### Tools & Methodologies

- Git, GitFlow, monorepo setups, npm, Yarn.
- Agile/Scrum methodologies (**certified Scrum Master**), Jira, Confluence.

### Accessibility & Internationalization

- **A11y** (Accessibility) & **i18n** (Internationalization): expert in standards and accessibility.

### Unified Communications

- Matrix, MQTT, Avaya; experience in building systems for real-time communication.

### AI & Automation

- Proficient with AI tools such as Cursor, Copilot, NotebookLM, v0.dev, ChatGPT, etc.

## Work Experience

### Toelevering Online - Configurator - April 2025 - Ongoing

- **Freelance Senior Frontend Engineer**

TypeScript, React, Next.js, Zustand, Tailwind, GraphQL, Playwright, Bitbucket Pipelines

- Delivered end-to-end: single-handedly took the complex React/TypeScript product configurator with GraphQL from concept to production—faster, with fewer resources, and at higher quality than two prior multi-developer attempts; now live in production and actively used.
- Established architecture & standards: robust, scalable frontend architecture with URL-based state, clear conventions, and test/CI standards.
- Frontend architecture: modular component design, clear domain layers/boundaries, typed API interfaces, and utility types.
- URL as Single Source of Truth: full deep-linking, back/forward compatibility, and shareable configurations.
- GraphQL integration: query/mutation patterns, caching strategies, robust error handling, and type-safe data mapping.
- Quality & performance: strict TypeScript, targeted refactors, memoization (and code-splitting where beneficial).
- Testing strategy & Developer Experience: unit/integration tests (Jest/RTL), Storybook documentation, Playwright E2E; CI gates for lint/test/build.
- Platform impact: implemented the same architecture across the broader e-commerce platform to raise consistency and delivery velocity.

### Pridis - 2023 - Ongoing

- **Freelance Team Lead Frontend & Scrum Master**

TypeScript, React, Avaya, Matrix, MQTT, Material UI, Zustand, React Testing Library, Storybook

- Lead an international team of Frontend developers in creating a highly secure, web-based Unified Communications platform for a major government organization. Leveraging technologies such as React, Avaya, Matrix, MQTT, we deliver solutions that meet stringent quality and security standards.
- As the architect and technical lead, I oversee the frontend application's overall quality. My role extends to making strategic decisions, defining technical requirements, and maintaining alignment with project goals.
- (Co-)developing the application
- Serve as Scrum Master for the web team, facilitating Agile processes and ensuring efficient project delivery.

### StudyCard - (part-time side project) - 2023 - 2025

- **Freelance Frontend Lead & Architect**

TypeScript, React, RSC, Next.js, Tailwind CSS, Prisma, Clerk, Node.js, Azure

- Setup architecture and develop web application
- Lead the international development team

## MediaMonks - 2008-2023

- **Global Frontend Director** - 2019-2023  
TypeScript, React, Angular, Muban, GraphQL, Node.js, AWS
  - Lead an international Frontend team with over 140 developers, based in multiple countries (e.g. the Netherlands, Argentina, Kazakhstan, India)
  - + all Frontend Team Lead tasks
- **Technical Director** - 2021-2023  
TypeScript, React, Muban, GraphQL, AEM, AWS, Node.js
  - Being technically responsible for all projects for a big international client
  - Project estimations, planning & operations
  - Setup a reusable component library for CMS driven projects
- **Frontend Team Lead** - 2014-2019  
TypeScript, JavaScript, React, Vue, HTML, CSS, CI & CD
  - Team quality and standards (creator of the [MediaMonks Coding Standards](#))
  - Frontend development and architecture
  - Performance reviews and career paths
  - Process improvement and code reviews
  - Coaching and mentoring of other developers
  - Recruitment, job interviews and hiring of new developers
- Flash Team Lead, Flash Architect, Senior Flash Developer 2008 - 2014
  - Founder & Lead developer of open source project [Temple Library](#)
- Part of the MMT 2011 - 2019
  - MediaMonks Management Team consisting of 13 Senior Managers

## Donder Interactive Media - 2008-2014

- Owner / Senior Flash Developer  
Flash ActionScript

## Lost Boys - 2006-2008

- Senior Flash Developer  
Flash ActionScript
- Maintenance Engineer  
HTML, CSS, JavaScript, PHP, .NET, Java, Flash ActionScript

## Treshold Automatisering - 2003-2006

- Web Developer  
HTML, CSS, JavaScript, PHP, Perl, MySQL

## International experience

- Lived 2 years in Buenos Aires (Argentina) from 2018 to 2020 to build up a Frontend team from 8 to 30 developers
- In 2021 remotely built up a team of 10 developers in Kazakhstan
- In 2021 remotely built up a team of 4 developers in India

## Education

- **HKU** (Hogeschool voor de Kunsten Utrecht) / University of Portsmouth - 2002-2003  
Master of Arts (MA), Interaction Design
- **Saxion University of Applied Sciences** - 1999-2003  
Bachelor Kunst & Techniek (Arts & Technique)

## Languages

- |           |               |
|-----------|---------------|
| • Dutch   | Native (C2)   |
| • English | Fluent (C1)   |
| • Spanish | Beginner (A1) |
| • German  | Beginner (A1) |

## Other

Nationality:	Dutch
Marital status:	Married
Age:	44
Driving license:	B
Hobbies:	Spending quality time with my family (proud father of three), cooking, fitness, CrossFit, reading, and DJing.

## Contact

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Git Nation:	<a href="https://gitnation.com/person/thijs_broerse">https://gitnation.com/person/thijs_broerse</a>

## Core values

- |                |   |
|----------------|---|
| • Passion      | deep enthusiasm and dedication.               |
| • Reliability  | consistent dependability and trustworthiness. |
| • Sociability  | valuing meaningful connections with others    |
| • Authenticity | embracing and expressing true self            |

## Project highlights

- **Configurator** - Toelevering Online (Freelance) - 2025  
*Web app that lets users configure window frames down to the smallest details with instant feedback, validations, and shareable URLs -robust, user-friendly, and scalable.*  
<https://www.toeleveringonline.nl/configurator/>  
<https://www.linkedin.com/pulse/window-door-configurator-thijs-broerse-hyrpe/>  
Stack: TypeScript, React, Next.js, Zustand, Tailwind, GraphQL, Playwright  
Role: Senior Frontend Engineer
- **Unified Communications Platform** - Pridis (Freelance) - 2023-2025  
*Highly secure, web-based unified communications platform for a major government organization. Unfortunately due to confidentiality, I can't showcase this.*  
Stack: React, TypeScript, Avaya, Matrix, MQTT, Material UI  
Role: Team Lead Frontend and Scrum Master
- **Confidential** - MediaMonks - 2021-2023  
*Worked as a Technical Director for one of MediaMonks biggest clients. Unfortunately due to confidentiality, I can't showcase this.*  
Stack: React, TypeScript, Muban, WebGL, Node.js - Role: Technical Director
- **Prologis Operations Essentials** - MediaMonks - 2019  
*Progressive web app for property managers to contact vendors.*  
Stack: React, TypeScript, AWS Amplify, AppSync, GraphQL  
Role: Technical Director and Lead Developer
- **Genesis Car Configurator** - MediaMonks - 2019 - FWA Site of the Day  
*3D experience where you can configure your own Genesis car. Watch your car from every angle, look inside the car, turn on the lights, open doors, etc.*  
<https://thefwa.com/cases/genesiscom>  
Stack: Vue, WebGL, TypeScript - My role: Architect and Lead Developer
- **Kodak Moments** - MediaMonks - 2017  
*Online Photo Book, Canvas, Prints, etc. creator* <https://www.kodakmoments.com/>  
Stack: TypeScript, React with custom SSR - Role: Lead Developer
- **Albert Heijn - Voetbalplaatjes campaign (Hyves)** - MediaMonks - 2011  
*Create your own football picture*  
<https://www.youtube.com/watch?v=Eshbfdn69Ts>  
[https://www.youtube.com/watch?v=KHCGUziH\\_EQ](https://www.youtube.com/watch?v=KHCGUziH_EQ)  
Stack: Flash - Role: Lead Developer
- **Apart Game Table** - HKU graduation project - 2003  
*A physical game table with 5 rows and 16 columns, 80 parts. Each part is a button and can light up in several colors and allows you to play games.*  
Stack: Director Lingo, Flash - My role: Game Developer
- **Eastcore** - Self Employed - 2002  
*A social media platform with chat, photo upload, agenda and much more. Built before Facebook even existed!*  
Stack: PHP, HTML, CSS, JavaScript, MySQL - Role: Owner / Web Developer

Please visit my portfolio for more projects: <https://www.tyz.nl/portfolio>

## References & Recommendations

*"Thijs played a key role in delivering our new Configurator at Toelevering Online. Where earlier attempts had stalled, he rebuilt the entire front end from scratch in a very short time and helped us launch on schedule. His technical choices produced a stable, maintainable product and set a new standard. A true professional, technically strong, clear in communication, and a pleasure to work with."*

**Niek Meijer** - Director Product & Technology at Toelevering Online / Provix

*"One of the best tech leads I've worked with. Thijs breaks complex problems into clear, actionable steps and fosters a positive, collaborative environment."*

**Stanislav Vysotsky** - Web Developer at Pridis

*"Over his 15 years at Media.Monks, Thijs proved a specialist who thrives in fast-paced, dynamic environments and communicates effectively across teams. He also invested in culture and wellbeing via the Culture Club. Hallmarks: critical thinking, connectivity, empathy, and mentorship."*

**Anne van Zessen** - HR Business Partner at MediaMonks

*"I worked with Thijs for 12.5 years and was always impressed by his skill and knowledge—an absolute legend and one of the best I've worked with. I'd absolutely recommend him."*

**Dennis de Rooij** - Project Director at MediaMonks

*"Thijs is a machine—highly skilled, quality-driven, and eager to share knowledge. I learned from his technical depth and from his experience leading teams of highly skilled developers."*

**Ronald Méndez** - Operations Director at MediaMonks & FWA Jury Member

*"I highly recommend Thijs for his strong technical skills and high-quality delivery. Friendly and approachable, he fosters collaboration, minds the details, and meets deadlines—an asset to any development team."*

**Robert Slootjes** - Technical Director at MediaMonks

*"After 15+ years working with Thijs, he remains one of my favorite colleagues. Dedicated and focused, he goes the extra mile; as a developer he puts quality first and keeps learning. As a team lead he puts people first, creating conditions for them to thrive. Principled yet flexible, with a great sense of humor—any company should feel proud to have him."*

**Stephan Bezoen** - Lead Android Developer at MediaMonks

*"A natural-born leader and ideal tech lead: empathetic mentor, strong technical sparring partner, and utterly dedicated to craft and delivery."*

**Michiel Brinkers** - Technical Director at MediaMonks

Read more: <https://www.linkedin.com/in/tyz81/details/recommendations/>