

# Ludvig Grenmo

Developer

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[github.com/ludviggrenmo](https://github.com/ludviggrenmo)

## Skills

### Core Skills

Next.js · React · TypeScript  
JavaScript (ES6+) · Node.js  
REST · GraphQL · Headless CMS  
Contentful · Sanity  
Turborepo · Monorepo Architecture

### Web performance & SEO

Technical SEO  
Core Web Vitals · Accessibility  
Web Analytics (GA / GTM)

### Architecture & Integrations

BFF (Backend for Frontend)  
API Design & Integration  
PIM Systems · SSO (Single Sign-On)  
Event-Driven Architecture · microservices  
SaaS Integration

### Content & Personalization

Dynamic Rendering · Personalization Engines  
Recommendation Systems  
Custom CMS Apps

### Testing & Quality

Playwright · Jest · React Testing Library · E2E  
Testing · Continuous Integration (CI/CD) ·  
Code Quality & linting

### Cloud & DevOps

Azure · K8S · Docker · GitHub/Gitlab Actions ·  
Vercel

### AI & Data

Generative AI · Product Clustering · Data-  
Driven Insights · Recommendation Logic

### Soft & Collaboration Skills

Cross-Functional Collaboration · Agile /  
Scrum · Stakeholder Communication ·  
Technical Documentation

## Education

### Frontend developer

KYH, Stockholm, SWE, Higher Education  
August 2020 – May 2022

## Experience

### Fullstack developer

We Ahead, May 2022 – Present

Consultant for:

#### In-house, September 2025 – Present

- Maintain in house projects
- Migrate old web apps to modern stacks

#### Adlibris, October 2022 – September 2025

- Built and maintained advanced BFF (Backend for Frontend) integrations to support scalable eCommerce services.
- Developed complex Contentful integrations, including SSO, PIM connections, and custom Contentful apps.
- Contributed to personalization initiatives and event-driven product flows connecting backend systems.
- Developed and maintained Node.js applications powering internal tools and automation.
- Experimented with generative AI for intelligent product clustering and content organization.

#### Odla.nu, May 2022 – October 2022

- Maintained and extended a large-scale Next.js eCommerce platform.
- Developed new routes, pages, and components to support ongoing site growth and seasonal campaigns.
- Optimized performance, accessibility, and SEO across existing pages.
- Collaborated with backend and content teams to ensure smooth CMS (Contentful) and API integrations.
- Contributed to continuous improvements in code quality, testing, and deployment workflows

### Frontend developer

Konceptify, Jan 2022 – August 2022

- Implemented technical SEO best practices and analytics to drive traffic and measure performance.
- Built a headless CMS (Sanity) integration for efficient, scalable content management.
- Delivered a secure, tested, and optimized web experience with focus on maintainability and performance.