

Ludvig Grenmo

Developer

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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.