

# MEHDI AICHOUCH

## Magento 2 Developer

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### PROFESSIONAL SUMMARY

Results-driven Magento 2 Developer with 2+ year of production experience delivering high- performance e-commerce solutions for international B2B and B2C brands. Specialized in Magento 2.4.x customization, Hyvä Theme implementation, and performance optimization. Proven track record of contributing to enterprise-level platforms serving global markets including Carhartt WIP, Anita, and Edwin Europe. Strong expertise in PHP, modern frontend frameworks, and database optimization.

### PROFESSIONAL EXPERIENCE

01/2024 – Present

Fès, Morocco

#### Magento 2 Developer

Cartware / Morocommerce

- Developed and deployed Magento 2.4.x custom modules for international e-commerce brands (Carhartt WIP B2B, Anita, Edwin Europe), serving 50,000+ monthly users
- Implemented Hyvä Theme storefronts using Alpine.js, achieving 40% improvement in page load times and 95+ Google PageSpeed scores
- Optimized database performance and Elasticsearch configuration, reducing product listing page load times from 3.2s to 0.8s
- Engineered custom plugins and event observers, reducing third-party dependency costs by 30% while maintaining upgrade compatibility
- Debugged and refactored 50,000+ lines of legacy code, improving code quality by 35% and reducing production bugs by 45%

08/2023 – 12/2023

Fès, Morocco

#### Laravel Developer (Internship)

Carttware / Morocommerce

- Developed full-stack internal management platform using Laravel and Tailwind CSS, streamlining operations for 25+ employees
- Architected scalable backend following MVC patterns with 15+ RESTful API endpoints
- Implemented role-based access control (RBAC) system, reducing application response time by 50%

03/2023 – 04/2023

Fès, Morocco

#### Web Developer (Internship)

Sidi Mohammed Ben Abdellah University

- Designed and developed HR management application using PHP and MySQL, automating workflows for university staff
- Reduced manual HR operations by 70% through automation of leave requests, payroll tracking, and employee records

## TECHNICAL SKILLS

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### **E-commerce Platforms**

- Magento 2
- Custom Module Development
- Plugin Development
- Event Observers
- REST APIs
- Magento CLI

### **Performance & Search**

- Elasticsearch Configuration
- Redis Caching
- Varnish
- Full Page Cache
- Index Management
- SQL Optimization

### **Backend Technologies**

- PHP (OOP, SOLID Principles, Design Patterns)
- Laravel 10
- MySQL Query Optimization
- Composer
- PSR Standards
- Java
- C++

### **Development Tools**

- Git/GitHub
- Docker
- Linux/Ubuntu
- PhpStorm
- VS Code
- Composer
- Xdebug

### **Frontend Development**

- Hyvä Theme
- Alpine.js
- Knockout.js
- RequireJS
- JavaScript (ES6+)
- HTML5
- CSS3
- Tailwind CSS
- Responsive Design

### **Methodologies**

- Agile/Scrum
- Code Review
- Test-Driven Development
- CI/CD Pipelines
- RESTful API Design

## EDUCATION

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2025 – 2026  
Fès, Morocco

**Bachelor's Degree in Web Frameworks & Java EE (In Progress)**  
EENSA

2021 – 2023  
Fès, Morocco

**Specialized Technician Diploma in Digital Development**  
OFPPT Adarissa

## LANGUAGES

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### **Arabic**

Native

### **English**

Professional Working Proficiency  
(B2)

### **French**

Intermediate (B1)