

Philip Axelsson

Frontend Developer / IT Developer / E-commerce

Work experience

HUBSO AB October 2022 - Present

E-commerce site manager / IT developer

- Responsible for frontend and backend on multiple websites and managing the overall IT infrastructure.
- Working with UX/UI for improving conversion.
- Working with data analysis for strategic sales and marketing decisions. (Google Analytics, Hotjar).
- Marketing automation and A/B testing.

Festprissen.se (Fest med fille AB) April 2022 - Present

Frontend / E-commerce site manager (Co-founder & owner)

- Responsible for the frontend and managing the overall IT infrastructure.
- Working with UX/UI for improving conversion.
- CMS manager, responsible for all content on site.
- This role has also given me great business knowledge and entrepreneurial skills.

Sture Exhibitions Mars 2022 - Oktober 2022

Exhibition and event technician

- My role at Sture involved warehouse work, planning the logistics and carrying out the assembly on event locations.

Racqet February 2021 - April 2022

Retail professional

- My role involved customer service and logistics.

Kalas Kompaniet AB February 2010 - April 2020

E-commerce site manager / Retail professional

This is the family business where my interest for E-commerce and web development started.

- Started at a young age as a retail professional.
- Responsible for the E-commerce infrastructure regarding CMS system, logistics and web development.
- Working with data analysis for strategic sales and marketing decisions. (Google Analytics, Google Adwords).
- Marketing automation and A/B testing.

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github.com/philipaxelsson94

Skills

Roles

Frontend, UX/UI, IT, E-commerce, SEO

Programming languages

Javascript, HTML, CSS, Java, Python, PHP, SQL

Libraries & Frameworks

React, React Native, Node.js, Bootstrap, Tailwind CSS, MUI, D3.js

Tools & platforms

Shopify, WooCommerce, Wordpress, Netlify, Firebase, Sanity, Figma, Photoshop, Affinity Designer, Google Analytics, Google Adwords, Hotjar, Klaviyo

Education

KTH University in Stockholm 2016 - 2024

Civil engineer degree including a bachelor degree in media technology and a master degree in interaction design and HCI (Human Computer Interaction).

- *Frontend technologies*
- *Backend technologies*
- *HCI Best practice*
- *UX/UI design*

Interests

Problem solving, Designing beautiful interfaces, Golf, Tennis, Badminton, Cooking food

Other

Languages

Swedish (Native), English (Fluent).

Driving license

Type B