

# Philip Axelsson

Frontend Developer / IT Developer / E-commerce

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## 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).

**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).

## 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

## 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