

PHILIP AXELSSON

Frontend Developer / Software Engineer / E-commerce

Frontend Developer and Software Engineer with a strong background in e-commerce, UX/UI, and IT infrastructure. Experience in building web applications using React, Aurelia, and relevant technologies. Skilled in CRO, A/B testing, and data-driven design. Entrepreneurial mindset with hands-on experience running a successful online business. Passionate about crafting seamless user experiences and solving complex frontend challenges.

WORK EXPERIENCE

Live Arena Technologies February 2025 - Present

Frontend developer

- Working with the framework Aurelia/Typescript.

HUBSO AB October 2022 - January 2025

E-commerce site manager / IT developer

- Managed frontend and IT infrastructure across multiple websites.
- Working with UX/UI for CRO.
- Data-driven sales and marketing insights using GA and Hotjar.
- Marketing automation and A/B testing.

Festprissen.se April 2022 - Present

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

- Responsible for the frontend and IT infrastructure.
- Working with UX/UI for CRO.
- CMS manager, responsible for all content on site.
- Developed hands-on business and entrepreneurial skills.

Sture Exhibitions Mars 2022 - Oktober 2022

Exhibition and event technician

- Handled warehouse logistics and on-site event setup.

Kalas Kompaniet AB February 2010 - April 2020

E-commerce site manager / Retail professional

Family business that ignited my passion for e-commerce and web development.

- Responsible for the E-commerce infrastructure regarding CMS system, logistics and web development.
- Data-driven sales and marketing insights using GA and Hotjar.
- 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, Typescript, HTML, CSS, Java, Python, PHP, SQL.

Libraries & Frameworks

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

Tools & platforms

Shopify, WooCommerce, Wordpress, Netlify,
Firebase, Sanity, Figma, Photoshop, 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*

• *UX/UI design, HCI Best practice*

INTERESTS

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

OTHER

Languages

Swedish (Native), English (Fluent).

Driving license

Type B