Yoseph Berhane Gebremedhin
JUNIOR FULL STACK SOFTWARE DEVELOPER
Katrineholm, Sweden

+46 70 356 6108 - contact@yoseph.dev **-** LinkedIn Profile **-** GitHub Profile **-** Website

PROFESSIONAL SUMMARY

Full Stack Developer and Founder of BabysMe.com with 5+ years of experience creating eCommerce and educational web solutions. Skilled in React, Python, and Django, with a strong focus on user experience, SEO, and business impact. Successfully improved client visibility and sales through modern, data-driven web development.

CORE TECHNICAL SKILLS

- **Frontend:** TypeScript, Vite, Tailwind CSS, Radix UI, React Router, React Hook Form
- **Backend & Services:** Django, Firebase, Stripe API, Adtraction API, Mailchimp
- **Databases:** PostgreSQL, MySQL, MongoDB
- **Tools:** Git, GitHub, Vercel, Heroku, AWS, Google Analytics
- **Other:** SEO Optimization, UX/UI Design, Data-Driven Development, Agile Workflow

PROFESSIONAL EXPERIENCE

April 2020 – Present

Founder & Full Stack Developer
BabysMe.com (Enskild Firma) – Katrineholm, Sweden

- Built and operated a custom-coded eCommerce platform delivering baby products and affiliate-based offerings to customers across Sweden and abroad.
- Key Achievements:
- Designed and deployed a React + TypeScript frontend integrated with Firebase database.
- Implemented Adtraction API for affiliate tracking and Mailchimp for email marketing automation.
- Integrated responsive design and SEO strategy that increased organic traffic and improved conversion rates.
- Leveraged analytics, UX research, and A/B testing to enhance customer engagement and sales.
- Provided development services for small businesses and NGOs, including Selam's Handmade and Anenitigray Development Services (ADS).
- 🔗 https://www.babysme.com

Feb 2023 – July 2023

Selam's Handmade, London, United Kingdom (Remote)
Web Developer Intern

- Enhanced and maintained an eCommerce platform for handmade crochet products.
- Migrated the store to WordPress and integrated Etsy for seamless product listings.
- Improved SEO and analytics tracking, resulting in a 25% sales increase.
- Focused on UI design and optimized site performance for mobile users.
- 🔗 https://www.selamshandmade.com

| **Aug 2024 – Present** | **Ternafit – Katrineholm, Sweden** |
| | **Founder & Director (Volunteer)** |

- Lead strategic digital initiatives empowering the Tigrean diaspora.
- Directed the creation of the Tigray Knowledge Base, a multimedia documentation platform.
- Increased digital reach by 30% through targeted content and partnership campaigns.
- 🔗 https://tigray.ternafit.org

| **Jan 2024 – Present** | **Anenitigray Development Services (ADS) – Remote** |
| | **Webmaster (Volunteer)** |

- Maintain and optimize anenitigray.org to improve functionality, SEO, and public outreach.
- 🔗 https://anenitigray.org

EDUCATION AND TRAINING

Nov 2023 – Aug 2025	**Code Institute**
	Diploma in Full Stack Software Development (E-commerce)
Sept 2021 – July 2023	**Changemaker Educations AB**
	Higher Vocational Education Diploma in Web Development (E-commerce)
Aug 2015 – Aug 2017	**Malmö University**
	Master's in Communication for Development

PORTFOLIO PROJECTS

🏨 **StaySwift** – Hotel booking platform with interactive map and real-time API data.
React, TypeScript, Firebase, LiteAPI, Vercel – Demo

🎓 **Mastery Hub** – Mentorship and skill-sharing platform with integrated payments.
Django, Stripe, PostgreSQL, AWS – GitHub

🍽 **Book & Dine** – Restaurant booking system with reviews and user dashboard.
Django, PostgreSQL, Bootstrap – GitHub

🧶 **Selam's Handmade** – WordPress eCommerce site with Etsy integration.
WordPress, WooCommerce, SEO – Live

🌍 **Tigray Knowledge Base** – Multimedia information hub for Ternafit.
Next.js, Tailwind, Firebase – Live

CERTIFICATIONS

- Google – *Fundamentals of Digital Marketing* (2023)
- Google – *Crash Course on Python* (2021)
- Altcademy – *Front-End Web Development Bootcamp (2019)*
- Birka Folkhögskola – *Community Champion Training Program (2017)*

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), Swedish (Professional), Amharic (Native)
- **Volunteerism:** Founder & Digital Lead, Ternafit | Webmaster, ADS
- **Personal Interests:** Football, cooking, and exploring new places – creativity fuels my problem-solving approach.