

AMR OSAMA

SENIOR WEB DEVELOPER

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SUMMARY

Full-Stack Developer with 6+ years of experience building scalable, high-performance web applications using WordPress, Next.js, JavaScript/TypeScript, and Node.js. Strong expertise in developing responsive, pixel-perfect interfaces with HTML5, CSS3, and Tailwind CSS. Proven ability to design and integrate secure, efficient RESTful APIs, with a strong focus on SEO and Core Web Vitals. Experienced in Git workflows, automated testing, CI/CD pipelines, and cloud deployment on AWS and GCP.

PROFESSIONAL EXPERIENCE

Senior Web Developer, Moxie Labs

Feb 2026 - Present

- Built and maintained internal tools and dashboards for campaign management, segmentation control, and analytics visibility, improving operational efficiency and reducing manual workflows.
- Engineered reusable UI systems and landing page templates in React and WordPress, accelerating campaign rollout timelines and reducing development overhead.
- Developed custom WordPress websites and landing pages from scratch (similar to VIVO-style agency builds), including theme customization, plugin integrations, and API-driven content—ensuring high performance, SEO optimization, and brand consistency.
- building scalable APIs and modular frontends to support campaign operations across multiple markets.

Senior Web Developer, Unilever

Jan 2023 - Jan 2026

- Led full-stack development for PromoHub (MERN: React, Node.js, Express, MongoDB), designing segmentation APIs and background jobs that boosted targeted campaign effectiveness by 20% and improved marketing ROI.
- Built and maintained Node.js/Express services powering Unidukan's Shopify storefront (pricing, validation, and payment flows), while creating reusable React components that reduced cart abandonment by 15% and increased payment adoption by 40%.
- Developed and integrated Node.js/Express APIs with WordPress and AEM landing pages, collaborating with 15+ global teams to keep platforms stable and deliver consistent, on-brand campaign experiences.
- Implemented performance budgets end-to-end (Node.js/Express + frontend), including caching, code splitting, lazy loading, and Core Web Vitals monitoring, keeping promo experiences fast and reliable across markets.

Mid-Level Web Developer, Bayantech

Jan 2022 - Dec 2022

- Built and launched 6+ multilingual brand websites in WordPress, translating Figma designs into pixel-perfect, scalable custom themes using Elementor, ACF, and custom templates.
- Optimized front-end performance, SEO, and Core Web Vitals, consistently achieving 90+ PageSpeed scores across key properties.
- Developed targeted landing pages using React and vanilla JS to support marketing campaigns, improving engagement and lead capture.

Junior Front End Developer, Vadecom.net

Sep 2019 - Nov 2021

- Delivered high-converting, responsive landing pages for social media marketing campaigns with clean, optimized front-end code and strong UX.
- Redesigned Laravel-based platforms using Bootstrap and vanilla JS to modernize UI, improve consistency, and enhance performance.
- Developed 20+ WordPress CMS sites for business and eCommerce, focusing on scalable layouts, reusable components, SEO best practices, and fast-loading, mobile-first experiences.

Internship, EasyCash

May 2018- Sep 2018

- Developed and designed new Bootstrap components for EasyCash's online payment system
- improving main dashboard UX and integrating Ionic-based payment forms that boosted transactions by 300+ per day

SKILLS

Front-End: HTML5, CSS3, Sass, JavaScript (ES6+), TypeScript, React.js, Next.js, React Router, Redux Toolkit, React Query, SWR, Axios/Fetch, Tailwind CSS, shadcn/ui, Bootstrap, Styled Components, CSS Modules, Responsive & Mobile-First, Accessibility (WCAG).

Back-End & APIs: Node.js, Express.js, REST APIs, GraphQL, Prisma, MongoDB, Shopify theme customization, WordPress (custom themes/templates).

Quality & Performance: Core Web Vitals, SSR/SSG, code splitting, lazy loading, image optimization, Jest, React Testing Library, ESLint, Prettier.

DevOps & Workflow: Git/GitHub, CI/CD, AWS, GCP, Agile/Scrum, Jira.

PROJECTS

Unilever Promohub

platform lets marketing teams configure and run promo campaigns end to end—admins build forms, manage entries, orchestrate instant-win/raffle games, and plug into downstream systems (Gigya, eCoupon, InfoBip) from one React dashboard backed by an Express/MongoDB API.

- **React 18 dashboard** + public form bundle with protected admin views, Redux Toolkit + React Query for state/data, and secure auth via JWT, MFA, and reCAPTCHA.
- **Node.js/Express** + Mongoose backend on MongoDB Atlas with Google Cloud Storage for assets, cron services for raffles/exports/coupons, and integrations with InfoBip (SMS/email), Gigya/eCoupon, and Vision API for content checks.

Amana App

Amana is a lost-and-found platform helping users to interact to reach their missing destination with a React Native (Expo) mobile app and a Node.js/Express REST API.

- **Mobile:** React Native (Expo SDK 41), React Navigation, NativeBase, Axios, AsyncStorage, Toast, Image Picker.
- **Backend:** Node.js, Express, MongoDB with Mongoose, JWT (jsonwebtoken/express-jwt), Multer (uploads), Express Validator, Morgan, Dotenv, Nodemon.

Unidukan

Shopify Ecommerce Store for Unilever Subscribed Members to buy/sell their own products in Saudi Arabia and UAE.

- Shopify, React Custom Components, GSAP, Jquery, GA4, Zapier, Amazon S3

Comfort Store

React 19 single-page app scaffolded with Vite, delivering an e-commerce experience with routing, data fetching, stateful cart and user flows, and Tailwind-powered styling.

- React 19 + Vite 6 SPA with React Router 6, Redux Toolkit, TanStack Query, Axios, Tailwind 4 + DaisyUI, toast notifications, Day.js, and ESLint 9 for a performant, scalable, and clean front-end architecture.

Jahez Group

Custom Wordpress "Jahez" corporate/investor-relations site built on a bespoke theme

- Front-end toolkit: jQuery, Owl Carousel, Fancybox, Euroland iframe helper, plus bespoke JS in for carousels, accordions, overlays, and form UX.

Skyline Medical

- Structured and developed a full-service website for medical clinics across the UAE, now hosting over 13 clinics and equipping them with the latest devices and global medical trends.

Dubimed

- Developed a WordPress website for showcasing medical devices and trends in UAE polyclinics and dental fields, optimizing SEO, speed, and user experience, which facilitated partnerships with 7 new clinics within a year.

EDUCATION

Bachelor of Information System - Computer Science
Cairo University

Sep 2017 - Jun 2021