

YOUSSEF KHOULANI-IDRISSI

Full Stack Engineer | Node.js, React, AWS & AI

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PROFESSIONAL SUMMARY

Full Stack Engineer with 10+ years of experience building scalable web platforms and e-commerce systems that deliver real business outcomes — **including a 34% revenue increase**. Specializing in **JavaScript ecosystems** (Node.js, Express.js, NestJS, Next.js) and **Cloud infrastructure**, with a background spanning the full software lifecycle: from co-founding a digital agency to leading cross-functional e-commerce teams and architecting **AI-powered, scalable solutions**.

TECHNICAL SKILLS

- **Languages & Frameworks:** JavaScript, TypeScript, Node.js (NestJS, Express), React (Next.js)
- **Cloud & DevOps:** AWS (Certified Cloud Practitioner CLF-C02), Docker, GitHub Actions, CI/CD, Vercel, Grafana
- **Architecture & Databases:** PostgreSQL, MongoDB, Redis, REST, GraphQL, Domain-Driven Design (DDD), Microservices
- **Tools & Practices:** Agile, Git, Jira, Figma, Jest, React Testing Library, Puppeteer

PROFESSIONAL EXPERIENCE

✳ FULL STACK ENGINEER | DMEDIA (SEPT 2023 – PRESENT)

handwerkly.com : (Moroccan craft Marketplace with AI features)

- Developed and maintained a scalable SaaS platform using **NestJS API and Next.js** frontend with **TypeScript**.
- Built a highly **modular backend** leveraging **Domain-Driven Design (DDD)** to facilitate seamless database scaling and a smooth transition to **microservices**.
- Designed and optimized **REST APIs**, authentication flows, and database architecture using **MySQL** hosted on **AWS RDS**.
- Implemented CI/CD pipelines with **GitHub Actions** and deployed Dockerized applications on AWS EC2.
- Integrated **Cloudflare R2** for scalable image storage and delivery.
- Added intelligent product description and image generation features to accelerate product onboarding and content management workflows.

synergiashop.com : (E-commerce platforms for beauty and nutrition products)

- Spearheaded technical refactoring and the development of new features, **driving a 34% total revenue** increase across the platform between 2024 and 2026.
- Overhauled **PrestaShop/Symfony UI/UX** and developed custom modules, boosting conversion rates while cutting third-party licensing costs.
- Developed **custom PrestaShop modules** to extend platform functionality, reducing reliance on third-party plugins and cutting licensing costs.
- Built a custom **blog page builder**, accelerating content publishing and reducing developer dependency.
- Architected a **loyalty & rewards system** from scratch using **PHP/Symfony**, increasing Customer Lifetime Value (CLV).
- Boosted **mobile SEO by 27%** through technical refactoring across PrestaShop storefronts.
- Managed CI/CD pipelines via **GitHub Actions** for stable VPS deployments.

✳ FULL STACK DEVELOPER | SAADBEN (NOV 2021 – AUG 2023)

lewinnersclub.com : (AI-powered SaaS for e-commerce trending products)

- Integrated **GPT API** to automate product image generation, thumbnails, descriptions, and ad content.
- Built and shipped production-ready apps with **Next.js**, **TypeScript**, and **Express.js**, reaching 10K users in under 3 months.
- Designed high-performance UIs using **TailwindCSS** and **React Query** for efficient data handling.
- Implemented secure **REST APIs with JWT** authentication, **Stripe** subscription billing, and automatic session termination on concurrent IP detection.

✳ E-COMMERCE PROJECT LEAD | FREELANCE (SEP 2015 – OCT 2021)

- Drove end-to-end digital transformation for multiple brands including **Boutiquemaman** and **Ventes Flash France**.
- Supervised and coached the customer support team on tools and methodology, **improving first response time by 25%** through CRM automation and **Zendesk** optimization.
- Scaled **WooCommerce** and **Shopify** platforms, boosting **conversion rates by 20%** through targeted technical optimizations.

✳ CO-FOUNDER & WEB DEVELOPER | AKSYSOFT (OCT 2013 – JUL 2015)

- Co-founded a web development agency upon graduating with an engineering degree.
- Built accounting web apps and wellness blogs using **PHP (Symfony)** and **jQuery**.
- Developed the official website for **FES MAS** local football club using **WordPress**.

FREELANCE & PERSONAL PROJECTS

Stack: *Next.js, Supabase, Prisma, Clerk, Server-Side Rendering, Server Actions*

- ✳ **Mobilize Belgium**: SEO-optimized multilingual corporate site with localization support, fast page transitions, and responsive UI for the Belgian market.
- ✳ **Autoindustfz**: Industrial E-commerce platform for automotive businesses featuring persistent cart, optimized performance, and modern server-side architecture.
- ✳ **ScopeBoundary**: Contract analysis platform that detects scope gaps and compliance risks via PDF parsing, automated checks, and secure analysis tracking.
- ✳ **Floussi.pro**: AI-powered SaaS for expense tracking with GPT integration and voice input in Moroccan Darija.

EDUCATION & CERTIFICATIONS

- AWS Certified Cloud Practitioner (2025)
- Master's in Multimedia Networks & Web — Université Bretagne Sud, France (2013)
- Software Engineering Degree — IGA Maroc (2013)

ADDITIONAL INFORMATION

- **Languages:** English (Fluent), French (Bilingual), Arabic (Native)
- **Interests:** Personal development, web innovation & e-sports