

Technical Architect with 15+ years of experience designing and building high-performance, user-focused digital experiences, with a strong background in Front-End Web Development using modern frameworks like React and Vue.

Extensive experience in e-commerce, front-end architecture and working with a wide range of CMS platforms. Strong track record of leading technical development and delivering complex digital projects for international brands. Experienced working remotely with distributed teams, bridging the gap between design, development and business requirements..

Big fan of AI and vibe coding to be more productive, move faster and experiment. But still enjoy writing, tweaking, reviewing and understanding the code myself..

TECHNICAL EXPERTISE

CONTENT MANAGEMENT SYSTEMS

CONTENTFUL CMS

AMPLIANCE

E-COMMERCE

COMPOSABLE/HEADLESS COMMERCE

RESTFUL APIS

VUEJS | NUXT

REACT | NEXT

WORK EXPERIENCE

CITIZEN WATCHES

TECHNICAL ARCHITECT

- Helped architect the front-end of citizenwatch.com.
- Laid out the foundations of the integration between the React FE (PWA-KIT), Salesforce Commerce (SFCC) and Contentful CMS.
- Designed the CMS schema and content models for e-commerce content

GENEROUS

FRONT END ARCHITECT

- Helped shape the front-end architecture of an AI-assisted agentic gifting platform.
- Vibe coded the AI chat interface, calendar views and new features.

ASTOUND DIGITAL

TECHNICAL ARCHITECT | FRONT END | CMS TECH LEAD

- Technical Architect across major international brands including Columbia Sportswear, Timberland and Zermatt Matterhorn Tourism.
- Architected composable e-commerce solutions integrating React/Vue, Salesforce Commerce Cloud and enterprise CMS platforms.
- Designed the CMS schema and content models for e-commerce related content on several projects
- Led the front-end development of global e-commerce storefronts for brands including Vans, The North Face, Life Fitness, Columbia Sportswear and PUMA
- Contributed to headless/composable commerce solutions, including an SFCC accelerator built with React PWA Kit.

BESTSELLER, AMSTERDAM

SENIOR FRONT-END | E-COMMERCE DEVELOPER

Bestseller is a Danish umbrella company with a range of over 20 brands including Jack & Jones, Vero Moda and Only. They have 3000 branded chain stores across 70 countries. I was part of their Demandware E-commerce front-end team in Amsterdam.

- Vero Moda website redesign.
- A new product detail page with a new image slider and image zoom for all of their 19 brands.

DIGITASLBI (LOSTBOYS), AMSTERDAM

FRONT-END | E-COMMERCE LEAD DEVELOPER

Lostboys is the oldest digital agency in Amsterdam. Tight deadlines, continuous integration and a fast changing environment is what we lived and bred.

- New fluid mobile-first Pinterest style homepage for Scotch & Soda (a fashion label in Amsterdam).
- Online marketing and promotional campaigns for several clients, built in HTML5, JS and CSS3
- Website and online store for Vertu global (british luxury mobile phones). Multi-lingual and a pixel perfect classy UI

FUNDA, AMSTERDAM

FULL STACK WEB DEVELOPER

Funda is the largest online real estate company in Netherlands. funda.nl gets about 8 million hits a day. They have a fast-paced Agile environment with an interesting mix of technologies, mostly Microsoft based.

- HTML5, CSS and JS for mobile web-views used across different apps on different devices.
- Develop and maintain mobile website m.funda.nl

NINEMSN (MICROSOFT MSN / CHANNEL 9), SYDNEY

FULL STACK LEAD WEB DEVELOPER

Coordinating and developing, conducting daily stand-ups, mentoring fellow developers and liaising with clients and management. I worked in scrum teams building many projects:

- Re-design of the leading news portal of Australia — news.ninemsn.com.au
- Online marketing campaigns for several NineMSN clients
- London Olympics 2012 Gamification Campaign — users score points by sharing articles and are awarded badges.
- Organised company wide Hack days (Hackathon) for 100+ developers, designers and data analysts.

EDUCATION & CERTIFICATIONS

CONTENTFUL CMS DEVELOPER AND CONTENT MODELING COURSE

CONTENTFUL

AMPLIENCE PARTNER FOUNDATIONS AND FE DEVELOPER TRAINING

AMPLIENCE

COREMEDIA CERTIFIED FRONT END DEVELOPER

COREMEDIA

SALESFORCE COMMERCE / DEMANDWARE CERTIFIED DEVELOPER

SALESFORCE COMMERCE

BACHELOR OF ENGINEERING, SOFTWARE

UNIVERSITY OF TECHNOLOGY, SYDNEY

AGILE PROJECT MANAGEMENT

AGILE AUSTRALIA