



# Ajdin Šahinbegović \* [Email](#) | [Linkedin](#) | [Call me](#)

## Professional Summary

Specialized Software Engineer with a focus on **scalable frontend architecture** and **design systems**. Proven track record of architecting "Greenfield" solutions that reduce maintenance overhead by 30% and leading high-traffic migrations with **zero downtime**. Expert in optimizing multi-brand ecosystems, enforcing code quality standards, and mentoring teams on complex architectural patterns.

## Technical Skills

- **Architecture & Frontend:** Next.js (SSG, SSR, ISR, i18n), React, TypeScript, Design Systems, Micro-frontends.
- **Backend & API:** NestJS, Node.js, PHP, Laravel, PostgreSQL, MySQL, REST, GraphQL.
- **Integrations:** Salesforce API, Algolia (Search & Models), Payment Gateways, Headless CMS (Hygraph).
- **Automation & Tools:** Figma API, Token Transformers, CI/CD Pipelines, Docker, AWS.
- **State & Quality:** ORM (Drizzle, Prisma), Zod, Playwright, Cypress, Jest, Accessibility (a11y).

## Professional Experience

### Software Engineer / Dr. Oetker

Aug 2025 – Present

- **DesignOps & Automation (Figma to Code):** Developed a custom internal tool to automate the extraction of CSS tokens directly from Figma. This initiative eliminated manual copy-paste errors and standardized token naming, **saving 3 working days** per design handover cycle.
- **Search & Discovery Architecture (Algolia):** Improved internal linking and content discoverability by implementing advanced **Algolia models**. Enriched the event data sent to Algolia, resulting in significantly more relevant search results and user recommendations.
- **Payment & Integrations:** Continuously deploying new features to the "Greenfield" architecture, maintaining high performance and accessibility standards established during the platform's inception.

### Software Engineer / Oetker Digital:

Nov 2022 – August 2025

- **System Architecture & Strategy:** Architected a "Greenfield" system integration concept and developed a multi-brand approach, reducing ongoing developer maintenance effort by an estimated **30%** and saving operational costs by **40%**.
- **Scalability & Zero Downtime Migration:** Successfully executed the architectural migration of a high-traffic, multi-localized property **oetker-gruppe.de** including 10+ local variants and 40 domains, achieving **zero downtime** and ensuring long-term platform scalability.
- **Design System Leadership:** Led the strategic initiative to design and launch a unified, themable **Component Library**. This standardization accelerated new project start-up times and resulted in a **90% reduction in UI-related defects**.
- **Performance Engineering:** Implemented a layered architecture using Headless HygraphCMS and GraphQL. Optimized API data response validation (Zod) and image processing, improving page performance by **20%** (Lighthouse scores).
- **Technical Leadership & Mentoring:** Mentored 6 team members on high-value topics including web security and scalable architecture patterns.

### Frontend Developer / Indevitus:

Feb 2022 – Nov 2022

- **Team Leadership:** Led a team of 3 developers, establishing daily code reviews and enforcing high-quality code standards to ensure architectural consistency.
- **UX Architecture:** Engineered custom animations and implemented skeleton screens to significantly increase perceived performance and improve User Experience.

### Frontend Developer / Poslovni mediji:

Jul 2018 – Apr 2022

- **Performance Optimization:** Successfully optimized application load times, consistently achieving Lighthouse scores of at least 95%.
- **Resource Management:** Re-engineered internal templates using PurgeCSS to filter unused code, effectively eliminating render-blocking resources.