



Yamen Sharaf

Senior Frontend Engineer

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Summary

Senior Frontend Engineer with 9+ years of experience architecting and scaling performance-critical, server-rendered applications. Proven track record of leading large-scale migrations, optimizing CI/CD pipelines, and driving key business metrics for growth.

Experience

HelloFresh

December 2019 — Present

Mealkit Service

Berlin, Germany

Senior Frontend Engineer (Full-Time)

<https://hellofresh.com>

- Architected the large-scale transition from a legacy micro-frontends codebase to a Server-Side Rendering (SSR) infrastructure using Next.js, achieving a 40% improvement in page load performance (LCP).
- Led a cross-functional team in delivering the "Combo Discounts" feature, enabling customers to bundle items and improving overall customer retention by 12%.
- Executed over 20 high-priority A/B tests and features, contributing to an up to 15% increase in conversion rate across the meal-kit product line.
- Drove the technical engineering for the "Customer Wallet," a high-visibility hub for managing discounts and loyalty bonuses, which reduced price-cited cancellations by 10%.
- Engineered and deployed proprietary tools to enhance developer and stakeholder experience, including a CI/CD automation utility that substantially reduced feature boilerplate setup time.
- Established and Managed the technical mentorship program for new hires, creating a structured knowledge transfer process to effectively reduce team ramp-up time.
- Governed progressive enhancement strategies to maintain and improve performance, reliability, and security on a large-scale legacy codebase.
- Developed an internal stakeholder tool to automatically detect and flag missing or malformed translations across various languages and locales.

Fly365

September 2018 — November 2019

Travel Agency

Cairo, Egypt

Senior Frontend Engineer (Full-Time)

<https://fly365.com>

- Led the complete rewrite of the website as a modern, modular Single Page Application (SPA).
- Established high industry standards by contributing to open-source tools and utilities used by the team.
- Facilitated the hiring process by conducting technical interviews and providing software architecture guidance during code reviews.

Elmenus

February 2018 — September 2018

Food delivery

Cairo, Egypt

Frontend Engineer (Full-Time)

<https://elmenus.com>

- Built a critical internal CRM product using React.js and Redux for real-time order tracking via Web Sockets.
- Maintained SEO practices during the V2 interface rewrite using Vue.js/Webpack to preserve search engine dominance.

Jobzella

March 2016 — October 2017

Job search engine

Cairo, Egypt

Frontend Engineer (Full-Time)

<https://jobzella.com>

- Utilized Laravel's Server-Side Rendering (SSR) capacity to build hybrid web components, maintaining full SEO performance.
- Crafted modular, reusable JavaScript components using React and Redux, serving as the sole frontend engineer.

Skills

Frameworks & Architecture

React.js, Next.js (SSR), Vue.js, Astro, Micro-Frontends, Monorepos, PWA

Languages & Core Tech

TypeScript, JavaScript (ES6+), Node.js, HTML, CSS / SASS

State & Data Management

Redux, Tanstack Query (React Query), Vuex, Pinia, Web Sockets (Socket.io)

Tooling & CI/CD

Webpack, Vite, Bun, NPM, CI/CD Automation, Git, Github Actions, CircleCI, Docker

Education

Shorouk Academy

2009 — 2015

Telecommunication Engineering

Bachelor's Degree

<https://sha.edu.eg/>

Profiles

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