

## CONTACT

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United States | Thailand

## EDUCATION

### Business Administration

Ohlone College, CA

2018 - 2021

### Accounting Certificate

Ohlone College

2019 - 2021

### Programming Certifications

Javascript, HTML, CSS,  
Python, AI

## SKILLS

- Web & App Development
- UI/UX Design
- Front-End Development (React.js, Next.js)
- Back-End Development (Node.js, Express.js)
- API Integration
- Automation Tools
- WordPress Development
- Graphic Design
- Responsive Web Design
- Tailwind CSS
- HTML & CSS
- JavaScript
- RESTful APIs
- Database Management (MongoDB, PostgreSQL)
- Version Control (Git)
- Server-Side Rendering (SSR)
- Chrome Extension Development

# MOHAMED HADJI

Web, App, Developer | Software Engineer

## PROFESSIONAL SUMMARY

- Over 5 years of experience in designing and developing robust, user-friendly web and mobile applications.
- Proficient in modern web technologies, specializing in creating seamless user experiences and visually engaging designs.
- Skilled in translating concepts into innovative solutions that enhance user satisfaction and drive engagement.
- Strong background in automation, API integration, and delivering scalable, high-performance applications.
- Proficient in overseeing full-stack development projects from concept to deployment.

## WORK EXPERIENCE

### FULL-STACK ENGINEER

MERCHER PIXEL

2023 - Present

- Designed and developed Merch Pixel, an innovative platform leveraging AI-powered tools to create nearly 1,000 unique, user-centric t-shirt designs, streamlining the design-to-production workflow for a growing base of users.
- Built a responsive and modular UI/UX interface using React.js, Next.js, and Tailwind CSS, enabling users to customize, preview, and order personalized merchandise seamlessly, resulting in high user engagement and positive feedback.
- Implemented advanced automation tools for inventory management and order processing using Node.js, REST APIs, and JSON, reducing manual workloads by 60% and ensuring efficient operations for all users.
- Optimized website performance with Server-Side Rendering (SSR) in Next.js, achieving load times under 2 seconds and improving user satisfaction across devices.
- Managed platform security and scalability, deploying monthly updates independently while leveraging cutting-edge tools, ensuring a 99.9% uptime and preparing the platform for future growth.

### WEB DEVELOPER & FOUNDER

MERCHER WORLD

2018 - Present

- Engineered a WordPress website from the ground up, leveraging custom themes and plugin development to meet complex business requirements for a platform with nearly 10,000 users, ensuring a seamless and responsive user experience.
- Developed advanced automation tools to streamline workflows for bulk design uploads and product management, increasing efficiency by 50% for print-on-demand operations.
- Designed and implemented a dynamic design tool with over 100 customizable templates, enabling users to create and export merchandise designs with precision and ease, generating 500+ unique designs weekly.
- Authored and maintained technical documentation, including blogs and tutorials, helping users optimize product placement, design strategies, and digital marketing efforts, resulting in a 30% increase in user engagement.
- Built a scalable WordPress platform with integrated analytics and automated tracking systems, enhancing user engagement by 20% and enabling data-driven decision-making for business growth.

### CHROME EXTENSION DEVELOPER

MERCH AUTOMAION & KDP AUTOFILL

2020 - Present

- Designed and developed custom Chrome extensions for print-on-demand automation, streamlining repetitive tasks such as bulk design uploads and product listing management.
- Built an autofill extension to automate form-filling processes.
- Implemented robust scripting using JavaScript and Chrome APIs to enhance usability and functionality.
- Delivered solutions that significantly increased productivity for print-on-demand entrepreneurs by automating manual operations.