

ILYESS HASSANI

Full-Stack Developer · Next.js / React / TypeScript / PostgreSQL

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linkedin.com/in/ilyesshassani | English (professional) · French (native) · Arabic (native)

PROFILE

Full-stack developer who ships production software end-to-end — architecture, database, frontend, deployment and monitoring. I have designed, built and operate **two live production applications**: a company-wide B2B CRM used daily by an entire sales force, and a public e-commerce platform. Strong in the modern TypeScript/React ecosystem, comfortable owning a system from Prisma schema to Docker deployment. Backed by 7+ years of commercial experience, so I build software that maps to real business workflows, not just clean code. Open to relocation and visa sponsorship.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, SQL, HTML/CSS

Frontend: React 19, Next.js (App Router), Tailwind CSS, Radix UI / shadcn, Zustand, Recharts

Backend: Node.js, Next.js API / server actions, Prisma ORM, PostgreSQL, NextAuth (role-based auth), REST APIs, webhooks (HMAC)

Cloud / DevOps: Docker, Coolify (self-hosted CI/CD), OVH / AWS S3, Cloudflare R2, VPS administration, ISR & multi-layer caching

Integrations / AI: Supabase, WooCommerce REST API, Resend / Nodemailer, Meta & Instagram APIs, n8n automation, Remotion, LLM / prompt engineering (Claude, Gemini)

PRODUCTION PROJECTS

UMAREQ CRM — B2B Sales & After-Sales Platform (sole developer) 2024 – Present · In production

Next.js, React 19, TypeScript (strict), PostgreSQL + Prisma, NextAuth, Tailwind/Radix, AWS S3, Docker/Coolify

- Designed and built end-to-end a CRM that replaced Excel across UMAREQ's sales, logistics and after-sales teams; **used daily by the entire sales force** (8 role types, server-side RBAC).
- Modeled a ~25-table Prisma schema with status-history timelines; built full CRM pipeline (clients, orders, deals, commissions) and a 3-step after-sales workflow tracking **500+ live claims** with technician dispatch and a TV/kiosk cockpit dashboard.
- Engineered cursor-based pagination with safety caps, automated monthly PDF/Excel report emails, CSV/XLSX bulk import with validation, and branded document generators (bons de commande, catalogs) with QR codes.
- Owned deployment: self-hosted Docker via Coolify on VPS, plus raw-SQL production migrations.

ConfigPro.ma — Gaming E-Commerce Platform (founder & sole developer) 2026 – Present · Live

Next.js, TypeScript, Tailwind, Supabase, Cloudflare R2, WooCommerce API, Remotion, n8n, deployed via Coolify

- Built a live storefront (~500 products) syncing a WooCommerce catalog through HMAC-verified webhooks that bust a multi-layer cache (runtime + fetch + ISR) on every product update.
- Shipped a **PC configurator** (compatibility-aware component builder) and a **community marketplace** for second-hand hardware with offers and seller ratings.

- Automated an end-to-end social pipeline: Remotion renders React → MP4 reels auto-posted to Instagram/Facebook via n8n + Meta API, with AI-generated SEO, articles and Darija video scripts — operable remotely via a Telegram bot.

Leadnia — Digital Studio & CRM (founder & developer) 2025 – Present

- Founded a digital studio; build and deliver web applications and internal CRM tooling for clients on the same modern TypeScript stack.

PROFESSIONAL EXPERIENCE

Sales & Digital Manager — UMAREQ (home appliances) May 2024 – Present

- Identified the team's tooling gap and built the UMAREQ CRM above — turning a commercial role into a build-and-operate software role adopted company-wide.
- Manage a multi-channel commercial portfolio (e-commerce, modern trade, B2B) against a MAD 1.3M/month revenue target.

CS Sales Team Leader — Jumia Morocco Aug 2018 – Mar 2024

- Led a sales/customer team (scaling 20–60 agents by season) on Africa's largest e-commerce marketplace; collaborated cross-functionally with tech teams on process improvement.

EDUCATION & CERTIFICATIONS

Specialized Technician Diploma (Technicien Spécialisé), International Trade — ISTA Gestion | Anthropic: AI Fluency, Claude Code in Action, Claude 101 | Google AI Professional Certificate · Google Digital Marketing