

BILAL BEN AOUAD

Senior Frontend Engineer (React, Next.js, TypeScript)

Casablanca, Morocco | Open to relocation (EU) | Remote-friendly
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SUMMARY

Senior Frontend Developer with over 5 years of experience building and maintaining large-scale, user-facing web applications across e-commerce, digital banking, and real estate platforms. Strong expertise in React, Next.js, and TypeScript, with a focus on frontend architecture, performance optimization, and complex form-driven systems. Known for owning features end-to-end, improving product performance and developer experience, and collaborating effectively with product, design, and backend teams in agile environments.

SKILLS

Frontend: React, Next.js, TypeScript, Tailwind CSS, Styled Components

State & Forms: Redux, Zustand, React Query, Zod, React Hook Form

Testing: Jest, React Testing Library

Backend: Spring Boot, Express, Prisma, PostgreSQL

Tools: Docker, Git, OAuth, Socket.IO, Shopify, GraphQL

WORK EXPERIENCE

Marjanemall | Casablanca, Morocco

06/2025 – Present

Frontend Engineer

Morocco's leading e-commerce platform serving millions of customers with comprehensive retail solutions.

- **Multi-Platform Ownership:** Owned frontend development across 3 business-critical internal platforms, collaborating with backend, product, and operations teams.
- **Custom PIM Platform:** Built Product Information Management platform replacing Octopia, enabling multi-role workflows for product creation, validation, and catalog management.
- **RBAC System:** Implemented role-based access control with dynamic UI rendering, feature-level permissions, and reusable components.
- **Schema-Driven Forms:** Developed schema-driven form system with centralized configuration and conditional logic for rapid product attribute adaptation.
- **Seller Onboarding:** Built end-to-end seller onboarding platform managing creation, validation, approval workflows, and access control.
- **Warehouse & Order Tools:** Contributed to warehouse and order management covering stock, order preparation, invoicing, and returns.
- **Performance Optimization (40% → 85%):** Increased Lighthouse score from 40% to 85% through component consolidation, layout optimization, and performance best practices.
- **Architecture Modernization:** Migrated from Redux to React Query, introducing efficient caching and improving API performance.

Yakeey MEA | Casablanca, Morocco

01/2024 – 06/2025 (concurrent with Marjanemall, part-time / freelance engagement)

Frontend Developer

Morocco's pioneering digital real estate platform, revolutionizing property transactions and financing through innovative technology solutions.

- **Real Estate Financing Platform (CIH Bank):** Core frontend engineer for internal financing platform deployed across CIH branches, enabling digital property financing workflows for bank advisors.
- **Advanced Loan Simulation:** Built JSON-driven loan simulation engine with React Hook Form supporting multiple scenarios (purchase, construction, credit buyback) with dynamic step rendering and real-time validation.
- **AI-Powered Document Processing:** Developed document management system integrating AI classification, anomaly detection, and data extraction with multitasking UI.
- **Performance Optimization:** Improved landing page and application performance by 60% through Next.js optimizations and Tailwind refinements.
- **Testing & Reliability:** Established Jest and React Testing Library practices, achieving 80% test coverage on critical flows.
- **Legacy Modernization:** Re-architected legacy applications using React and Styled Components, collaborating with backend engineers and contributing to Spring Boot services.

Aswak Assalam | Casablanca, Morocco

07/2021 – 12/2023

Frontend Engineer

One of Morocco's largest retail groups, serving millions of customers via nationwide hypermarkets.

- **E-Commerce Platform Modernization:** Refactored core platform to enhance scalability, performance, and long-term maintainability.
- **Custom Checkout & Payments:** Integrated CMI payment gateway, replacing default Shopify behavior and improving payment reliability.
- **Enterprise Notification System:** Built centralized notification platform with role-based delivery for real-time order updates via email and in-app.
- **BI & KPI Dashboards:** Developed real-time dashboards using Chart.js and D3.js for sales performance and operational insights.
- **Inventory & Order Management:** Streamlined stock synchronization and order processing workflows, reducing fulfillment delays and errors.
- **SEO & Product Discovery:** Improved search relevance and discoverability through optimized metadata, enhanced listings, and category filtering.
- **Performance Optimization:** Applied bundle optimization, lazy loading, and testing strategies to improve page performance and stability.

1337 Labs x Skills Center | Khouribga, Morocco

06/2020 – 06/2021

Frontend Developer

Digital booking platform connecting sports clubs with users for online facility reservation and management.

- **Sports Facility Booking:** Built web application enabling users to discover clubs and reserve time slots for football, handball, and padel.
- **Reservation & Availability:** Implemented booking interfaces with real-time availability for slot selection and booking management.
- **Frontend Foundations:** Built responsive UI components using React, integrated REST APIs, and collaborated with backend developers.

LANGUAGES

English: Full Professional Proficiency

French: Professional Working Proficiency

Arabic: Native or Bilingual Proficiency