Ali Aboafifi

Frontend Architect

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SUMMARY

Frontend architect with 14 years of experience setting technical direction for large, high-traffic web platforms while staying hands-on. I lead frontend architecture for Adevinta's Benelux marketplaces, including Marktplaats (2M+ users): micro-frontends with Module Federation, React and Next.js with SSR, a Node.js backend-for-frontend platform, design systems, testing strategy, observability, and frontend security. Cut load times by 40% (2.1s to 1.2s) and now build LLM-powered product experiences and AI-assisted engineering tooling. Previously built digital banking platforms at Backbase.

EXPERIENCE

Software Architect (Web) | Adevinta (Marktplaats)

Jan 2023 – Present | Amsterdam, Netherlands

Lead frontend architecture for Adevinta's Benelux marketplaces, including Marktplaats (2M+ users). Hands-on across architecture, platform, and product work.

- Lead the Node.js backend-for-frontend platform behind Marktplaats web, including the shared web SDK and the BFF deployment pipeline on Docker and Kubernetes
- Architected a micro-frontend platform with Module Federation, React, and Next.js (SSR), used by multiple product teams
- Led a platform migration that cut load times by 40% (2.1s to 1.2s); drive Core Web Vitals, rendering and hydration, code splitting, caching, and bundle optimization
- Shape the shared design system and component library, with accessibility (WCAG) built in, improving consistency and delivery speed
- Defined the frontend testing strategy: Jest and React Testing Library, Playwright end-to-end, and visual regression, enforced as automated quality gates in CI/CD
- Improved observability and reliability with Datadog telemetry, monitoring, and error tracking for frontend applications
- Embed secure development practices: authentication and authorization flows, browser security, and automated dependency updates across services
- Guide integrations with REST, GraphQL, WebSockets, and server-sent events for core product areas: payments, messaging, and shipping
- Build LLM-powered and streaming user experiences; Jury Prize, Marktplaats Hackathon 2025, for an AI listing flow
- Built developer-platform and AI-assisted engineering tooling: a developer portal, deployment monitoring, PR automation, and agent skills for coding agents
- Set frontend standards adopted across product teams, own the web tech radar, run architecture and code reviews, and mentor senior engineers

Senior Frontend Developer / Frontend Chapter Lead | Adevinta (Marktplaats)

Oct 2021 – Dec 2022 | Amsterdam, Netherlands

- Led the frontend migration from eBay Classifieds Group (ECG) to Adevinta Benelux infrastructure (React, TypeScript, Node.js, Jenkins)
- Led the Frontend Chapter, the company's frontend engineering community: technical standards, workshops, chapter meetings, and code reviews
- Mentored engineers and aligned teams on shared patterns and practices

Senior Frontend Developer | Backbase

Jun 2019 – Oct 2021 | Amsterdam, Netherlands

Built core components of Backbase's digital banking platform, used by banks in a regulated, high-availability environment.

- Developed reusable, configurable component libraries with clear APIs that bank developers build on
- Worked directly with bank clients to integrate and customise components
- Improved platform UX and developer experience

Frontend Developer | Backbase

Oct 2018 – Jun 2019 | Amsterdam, Netherlands

- Led frontend development of a business banking platform for a major enterprise bank (Angular, TypeScript, Redux/NgRx)
- Improved widget performance and maintainability with Backbase Widget Architecture 3
- Built internal tooling for reusable widgets and added TypeScript quality tooling

Principal Front-End Software Engineer | Integrant, Inc.

Jun 2017 – Oct 2018 | Cairo, Egypt

- Owned front-end standards and the quality of JavaScript, HTML, and CSS across projects
- Led technical delivery for client projects and kept teams aligned with client needs
- Ran Scrum planning and retrospectives; interviewed candidates and ran internal courses

Senior Software Development Engineer | Integrant, Inc.

Sep 2015 – Jun 2017 | Cairo, Egypt

- Built the cart and checkout flow for a large US e-commerce group (ProFlowers, Personal Creations, RedEnvelope, Berries.com, Gifts.com)
- Created a custom responsive CSS grid system and Razor views on C#/.NET

Software Engineer / Senior Software Engineer | NUITEX

Mar 2013 – Aug 2015 | Cairo, Egypt

- Built Windows 8 and Windows Phone apps for Saudi government and healthcare clients, including the Ministry of Health, Saudi FDA, and Dr. Sulaiman Al-Habib Medical Group
- Built web apps and mobile backends with ASP.NET Web API, MVC, AngularJS, and SharePoint

ASP.NET Developer | Intellemodules

Jul 2012 – Nov 2012 | Cairo, Egypt

- Built web apps for e-commerce sites and large hotels/resorts in Egypt

SKILLS

Languages & Frameworks: TypeScript, JavaScript, React, Next.js, Angular, Node.js, HTML, CSS

Architecture: Frontend Architecture, Micro-frontends, Module Federation, Backend-for-frontend, Design Systems, Component Libraries, State Management

Rendering & Performance: SSR, Hydration, Caching, Code Splitting, Bundle Optimization, Core Web Vitals, Profiling

Integration: REST, GraphQL, WebSockets, Server-Sent Events

Quality & Reliability: Jest, React Testing Library, Playwright, Visual Regression Testing, Datadog, Accessibility (WCAG), Frontend Security

Delivery: CI/CD, Jenkins, Quality Gates, Docker, Kubernetes, Dependency Automation

AI: LLM Integration, Streaming UI, AI-powered UX

Leadership: Technical Direction, Architecture Reviews, Code Reviews, Mentoring, Engineering Communities

AWARDS

Jury Prize, Marktplaats Hackathon (2025). AI-powered listing flow that lets people sell without switching apps.

EDUCATION

Bachelor's degree, Information Technology | New Cairo Academy

2009 – 2012 | Grade: Very Good

- Microsoft Student Partner (2011-2012)

LANGUAGES

Arabic (Native) | English (Full professional proficiency)