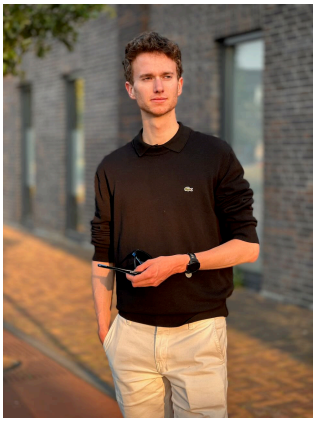



## Thijs Smudde

Senior full-stack Software Engineer.

**Contact**
(+31) 6 348 704 71
mail@thijssmudde.nl

**Portfolio**
thijssmudde.nl

**Location**
Soest, The Netherlands.


**Soft Skills**
Hands-on, self-starting, dedicated, effective communicator.

**Languages**
Dutch (Native), English (Fluent).

# PROFILE

Senior Software Engineer with 8 years of experience building fast e-commerce and SaaS platforms. I combine deep front-end expertise with back-end development using an AI-native approach. On client platforms I optimise Core Web Vitals for high-traffic pages, most recently for Frasers Group. I join agencies and product teams to take production web platforms and AI-native products from idea to launch.

## Skills

- Languages: TypeScript, JavaScript, HTML/CSS
- Front-end: React, Next.js, TanStack Start, React Native, Tailwind CSS, shadcn/ui, Radix UI, Material UI, Storybook
- Back-end & data: Node.js, GraphQL, Payload CMS, Convex, Redis, MongoDB
- Headless commerce & CMS: Commercetools, Contentful, Crowdin (MACH architecture)
- Performance & SEO: Core Web Vitals, technical SEO, AI search visibility (GEO/AEO)
- AI: Claude Code, Codex, agentic workflows, RAG systems
- Testing: Playwright, Jest, React Testing Library, Cypress, MSW
- Cloud & DevOps: Azure, AWS, GCP, Terraform, Docker

## Work experience

### Senior Freelance Developer - Lab Digital - Aug ’25 - Oct ’26

Worked on projects for end-customers of Lab Digital: Frasers Group & Copaco.

**Frasers Group**: Building storefront features & optimisations for the world’s largest e-commerce retail brands such as Sports Direct, Flannels & House of Fraser. Improved Core Web Vitals on PLP, PDP, content pages.

**Copaco**: Contributed to the development of Copaco’s new enterprise e-commerce platform. Worked primarily on the frontend and CMS layer, integrating Contentful for headless CMS, Commercetools for commerce functionality, and Crowdin for localization into a modern Next.js application.

Both Frasers Group & Copaco codebases follow MACH architecture principles. The codebases support multi-language and multi-store setup and are designed to serve multiple markets. Collaborated closely with designers, software engineers, and product stakeholders in a cross-functional team.

Tech Stack: Next.js, TypeScript, shadcn/ui, Tailwind CSS, Contentful, Commercetools, Playwright, Terraform, Azure.

### Founder VerifiedDR & GlutenvrijAdvies - Feb ’24 - Present

- VerifiedDR.com: SaaS for improving SEO, GEO & AEO through agentic workflows (+2.2k users).
- GlutenvrijAdvies.nl: Course platform for people with celiac disease.

Tech Stack: TanStack Start, Astro, Convex, Radix UI, Tailwind CSS, Redis.

### Senior Freelance full-stack developer at Eurocom - Dec ’23 - Jan ’25

Led development of an enterprise healthcare platform (real-time device telemetry, staff scheduling, analytics dashboards). Built its CMS in Payload for incident reporting and media management, and added Redis caching and Azure Blob Storage for performance and scale.

Tech Stack: React, TypeScript, Material UI, Nx, Payload CMS, Azure, Redis.

### Freelance Next.js developer at Lukkien - Jan ’23 - Sep ’23

Led front-end development of the new crow.nl in Next.js: a server-rendered site where editors build product, news, blog and FAQ pages themselves through a headless CMS. Built the checkout flow and integrated Fotoware and Sentry.

Tech Stack: Next.js, TypeScript, GraphQL, Sentry, Tailwind CSS, Jest, MSW, AWS.

### Freelance Tech Lead & Front-end Engineer at BauWatch - Nov ’21 - Dec ’22

Trained the team in React and TypeScript, built a Storybook component library that became their design system, and mocked APIs from OpenAPI specs with MSW so front-end and back-end could work in parallel.

Tech Stack: React, TypeScript, Tailwind CSS, Jest, Cypress, Redux, MSW, Azure.

### Full-stack developer, Kate Innovations, Utrecht — Aug ’18 - Aug ’19

Worked on the Mobile inspection tool, the CompView, the complex dashboard and the valuation edit.

Tech Stack: React, Redux, Gitlab CI/CD, AWS.

### Founder & full-stack developer projects

- KamerMaatje: Developed a matching service for students seeking housing, collaborating with a designer and using Material UI.
- MyRoutes: Application development for Android and MeteorJS. Deployed on Play Store, App Store and Web. Over 100k installs in 2 years.

Tech Stack: React (Native), Redux, Node.js, TypeScript, GraphQL, MongoDB, AWS, Java, MeteorJS, Cypress.

## Formal education

- Master’s Degree, Information Sciences, Radboud University - 2019-2021
  - Radboud Honours Academy - 2019-2020
- University of Utrecht, Information Sciences - Bachelor, 2016-2019
  - UU Honours College Descartes - 2017-2019
- Secondary Education, TCC Oldenzaal - 2008-2013