

Nour Cherif Essoussi

Senior Frontend Engineer

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Frontend engineer with **7 years** of experience and a designer's eye, specializing in **Next.js** and **Tailwind CSS**. I build high-performance web applications with beautiful, detail-oriented UIs where user experience always comes first. Backed by full-stack and AWS experience, I have a track record of owning frontend architecture and shipping polished products end to end.

EXPERIENCE

Senior Frontend Engineer | [Reebelo](#)

April 2025 – Present

Marketplace Platform: Storefront, Vendor & Admin · San Mateo, CA

- Led the platform's migration off Shopify to a custom microservices architecture, integrating the new services on the client side.
- Worked closely with the CPO, designers, and PMs to continuously refine the conversion funnel through data-driven decisions.
- Improved Lighthouse Performance from **~50 to ~90**, cutting Speed Index from **3.5s to 0.8s** and Total Blocking Time from **2,800ms to ~150ms** for a **near-instant** perceived load.
- Reduced bundle size by **46%** across every page (**521 KB to 281 KB**), dramatically improving load times for all users.
- Drove SEO scores to a perfect **100** across all pages (**up from 60**), strengthening organic discoverability.
- Architected and implemented **internationalization** for French and German across a large, multi-page codebase, expanding the platform's addressable market.

Frontend Engineer | [Reebelo](#)

January 2023 – April 2025

Marketplace Platform: Storefront, Vendor & Admin · San Mateo, CA

- Sole frontend engineer building visually engaging, high-performance web applications with Next.js and Tailwind CSS.
- Built ReebeloCare end to end, a feature that peaked at roughly **\$4M** in net revenue in a single month, contributing to Reebelo reaching profitability.
- Built end-to-end features across Next.js, ElasticSearch, and AWS (DynamoDB, S3, SNS, SQS, Lambda...), delivering scalable and performant implementations.
- Designed a scalable, maintainable frontend architecture that streamlined onboarding and supported long-term growth.
- Mentored a Full Stack graduate, supporting their onboarding and growth on the team.

Frontend Engineer & UI Designer | [Daycation](#)

September 2020 – December 2022

Customer & Partner Apps · Miami, FL

- Sole frontend engineer and designer for the platform, partnering with the CTO to set technical and product direction across the storefront and hotel dashboard.
- Led a full redesign of the storefront and dashboard, modernizing the design language to improve usability and visual quality.
- Owned features end to end, from UX/UI concept and design through architecture and code, delivering a consistent, polished experience across both products.

Customer & Partner Apps · Miami, FL

- Improved page load performance and significantly boosted SEO by single-handedly migrating the frontend from React.js to Next.js with SSR.
- Accelerated feature development and improved maintainability by re-platforming the styling layer from SCSS to Tailwind CSS.

PROJECTS

EvalorExtract

- Built and shipped a Chrome extension that extracts 30+ structured fields from Zillow listings in one click, helping real estate investors replace manual data entry with instant CSV, Excel, and JSON exports. Designed the full product end to end: extraction engine, user dashboard with history tracking, Stripe-powered pricing, and marketing site.
 - Next.js, Tailwind CSS, Stripe, Chrome Extension APIs.

Personal Portfolio

- Designed and built a fast, responsive portfolio showcasing engineering work, writing, and AI art.
 - Next.js, Tailwind CSS, AWS (S3, CloudFront).

SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, SCSS

Frameworks & Libraries: React, Next.js, Redux, React Native, Node.js, Express.js, Nest.js

Styling & UI: Tailwind CSS, Styled Components, MUI, Headless UI, Bootstrap

Backend & Data: GraphQL, MongoDB, Redis, Elasticsearch, Firebase

Cloud (AWS): S3, DynamoDB, Lambda, SNS, SQS, CloudFront, CloudWatch, Systems Manager (SSM)

Testing: Jest, Playwright, Cypress

Tools & Design: Git, GitHub, Webpack, Storybook, Datadog, Figma

Specialties: Performance Optimization, Accessibility (a11y), Internationalization (i18n / l10n)

EDUCATION

- **Certificate in Full Stack Web Development** | Ironhack, Miami
- **Engineering Degree in Computer Science** | Private Institute of Engineering and Technologies (ESPRIT), Tunisia

CERTIFICATIONS

- **Web Development Certificate** | Ironhack (2019)
- **Responsive Web Design Certification** | freeCodeCamp (2018)
- **JavaScript Algorithms & Data Structures** | freeCodeCamp (2018)
- **Front End Libraries Certification** | freeCodeCamp (2018)