

# Youssef moukhlis

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## SUMMARY

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I am a proficient Full-Stack JavaScript Developer with 3 years of experience, specializing in Next.js and Nest.js. I have successfully delivered new features, resolved critical bugs, and optimized deployment processes across multiple projects — and I'm ready to bring the same results to your team.

## WORK EXPERIENCE

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### SQLI - Unibail Rodamco Westfield

Dec 2024 - present

Generated schema markup using the OpenAI API to enhance search visibility and rich results. Built an auto-updating dynamic sitemap and implemented targeted SEO strategies, boosting rankings. Developed a custom Contentful app for automated API-based data import, launched a localized U.S. market site, and streamlined Contentful workflows for faster, more reliable deployments. Refactored legacy codebases, improved code quality, and resolved outdated components.

### SQLI - Nespresso - Toubkal team

Nov 2024 - Dec 2024

Contributed to the development of a progressive registration flow and redesigned the personal information page according to the latest UI guidelines. Integrated an identity SDK to improve authentication security and implemented error tracking alongside GA4 to enhance analytics capabilities.

### SQLI - Nespresso - Evolution Maintenance Team.

Sep 2022 - Nov 2024

Led knowledge transfer to two junior developers while designing and delivering new features based on detailed analyses. Worked closely with the UX team to improve the Nespresso website's user experience and partnered with the Analytics team to strengthen tracking mechanisms. Enhanced the parcel order tracking feature using a refined design system, migrated legacy pages from JSP to React, and built a fully documented Storybook for the design system.

## PROJECTS

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### genusingai

[Link to Demo](#)

AI Image Generation Platform – Developed a web application for generating AI-powered images using the OpenAI API. Integrated Paddle for payment processing and subscription management, with Gatsby for efficient state management. Built the backend with NestJS and PostgreSQL, enabling secure user authentication, image storage, and scalable API endpoints.

## SKILLS

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| <ul style="list-style-type: none"><li>• <b>Frontend:</b> Next.js, React, Gatsby, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS</li><li>• <b>Backend:</b> NestJS, Node.js, REST APIs, PostgreSQL</li><li>• <b>AI &amp; Automation:</b> OpenAI API integration, AI image generation, Schema markup</li></ul> | <ul style="list-style-type: none"><li>• <b>generation</b></li><li>• <b>Payments &amp; Analytics:</b> Paddle integration, Google Tag Manager (GTM), GA4</li><li>• <b>CMS &amp; SEO:</b> Contentful, Dynamic sitemaps, SEO optimization</li></ul> | <ul style="list-style-type: none"><li>• <b>DevOps &amp; Tools:</b> Git, CI/CD, Deployment optimization, Storybook</li><li>• <b>Soft Skills:</b> Code refactoring, Knowledge transfer, Cross-team collaboration, Problem-solving</li></ul> |
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