# Danijel Dedic

**Senior Software Engineer / Tech Lead**

Architecture · TypeScript / Node.js
React · React Native

## CONTACT


Kufstein, Austria · Remote (EU)
dedic.d@gmail.com
linkedin.com/in/ddedic
github.com/ddedic
dedic.dev


## EXPERTISE

- Software architecture & system design
- TypeScript / Node.js across the full stack
- React & React Native
- Technical leadership & mentoring
- E-commerce & retail platforms
- Legacy modernisation
- Performance & scalability

## LANGUAGES

Croatian — Native
English — Fluent
German — Good

## HOW I WORK

- Remote-first in the EU; available on-site in DACH
- English and German working environments
- Written-first communication: specifications, decisions and handovers



## PROFILE

**Senior Software Engineer and Tech Lead** with **15+ years** of experience building web, mobile and commerce platforms for international markets. I specialise in **TypeScript and Node.js** architecture across backend services and modern React-based applications. At **MediaMarktSaturn**, I lead frontend engineering for a business-critical retail platform that directly processes roughly **€10B** in annual sales and is used by thousands of employees across **8+ countries**. My work combines hands-on delivery, system design, legacy modernisation, performance engineering and technical leadership. A selection of independent builds is shown below.

## EXPERIENCE

### MediaMarktSaturn Technology

11/2021 – Present

Germany · Remote

Promoted 3× since 2021

#### Tech Lead / Senior Software Engineer

01/2025 – Present

- Lead frontend engineering for a business-critical internal retail platform used concurrently by thousands of employees across **8+ countries**.
- Own solution design and technical direction, shaping platform and product strategy together with the Product Owner.
- Mentor engineers, lead technical discussions and interviews, and maintain engineering standards across delivery.
- Guide the practical adoption of AI-assisted engineering tools across planning, implementation and review.

#### Competency Lead / Senior Software Engineer

05/2023 – 01/2025

- Owned technical decisions, mentoring, interviews and engineering quality while staying hands-on in development.
- Refactored and rebuilt core features; key role in restructuring, legacy migration and long-term roadmap planning.
- Re-engineered build and deployment pipelines and added internal tooling — faster feedback for developers and users alike.
- **Improved performance 2×–5× in selected areas so the platform holds up through peak trading (Black Week, Christmas).**

#### Senior Software Engineer

11/2022 – 05/2023

- Hands-on delivery across the retail platform: TypeScript, React, Node.js.

#### Software Engineer

11/2021 – 11/2022

- Joined the platform team and contributed to the move off the legacy stack.

### styleflasher.new media

10/2015 – 11/2021

Germany · digital studio for e-commerce and mobile

Six years, three roles

#### Head of Technology

12/2020 – 11/2021

- Set the studio's technology direction — evaluated and introduced the stacks used across client web, commerce and mobile work.
- **Delivered e-commerce platforms on Magento, Shopware and Saleor: storefronts, custom checkout flows and backend integrations.**
- Shipped cross-platform apps in React Native and Expo, on Node.js, Vue.js and PHP (Laravel, Symfony) services.

#### Full Stack Developer

01/2017 – 12/2020

- Delivered production applications in React and React Native, using Redux, Apollo Client and GraphQL across complex commerce projects.
- Built storefronts and the services behind them for international retail clients.

#### Senior Web Developer

10/2015 – 01/2017

- Built and extended **Magento 1 & 2**, eZ Platform, Symfony and Laravel shops for retail clients.
- Carried the stack forward from jQuery-era code to ES6, Angular, React and React Native.

## TECH STACK

**Backend**

**TypeScript**, Node.js, NestJS, Hono, Express, Koa, GraphQL, REST, OAuth

**Frontend**

**React, React Native**, Next.js, Expo, Vite, Redux, TanStack Query

**Data & Infra**

PostgreSQL, MySQL, MongoDB, Redis · AWS, GCP, Cloudflare (Workers, Pages, R2, D1), Kubernetes, Terraform, CI/CD

**E-commerce**

**Magento 1 & 2, Shopware**, Saleor, eZ Platform · headless storefronts, checkout flows, ERP/PIM integrations

*Also: Laravel, Symfony, Vue, Angular*

## EDUCATION

**Faculty of Information Technology**
Coursework in software engineering, IT security, architecture, networks and algorithms
2006–2009

**Catholic School Center — High School**
Software development and network administration
2002–2006

## AT A GLANCE

**15+**
years of engineering experience

**Global**
products used across international markets

**€10B**
in annual sales directly processed by the platform my team builds

## EXPERIENCE · CONTINUED

### Technabit — development studio
01/2012 – 10/2015

Co-founder / Software Architect / Senior Developer

- Covered the full software lifecycle — requirements and analysis through design, delivery and maintenance.
- Built deep experience in software architecture, consulting, product delivery and hands-on development.

### Printheos — e-commerce startup
12/2012 – 09/2014

Co-founder / Lead Developer

- Startup Weekend 2012 — overall winner.
- Designed core features, SaaS architecture, REST API, data models and media-processing workflows on AWS S3.

## EARLIER CAREER

**Comart d.o.o.**
Software Developer (Contractor)
2010–2012

**Team Vazquez Intl. S.L.**
Web Developer
2007–2010

**NTH Media d.o.o.**
Operations / Web Dev
2008

**Rama-Werk d.o.o.**
Software Dev / Network Admin
2006–2007

## ACHIEVEMENTS

- ✓ Enterprise Challenge Fund grant winner — Embassy of Sweden — 2014
- ✓ blackbox.vc — Silicon Valley startup immersion program — 2013
- ✓ Startup Weekend — overall winner (Printheos) — 2012
- ✓ 2nd place — national high-school web development contest — 2004

## INDEPENDENT BUILDS

dedic.dev/cv/playground

Side builds I design, run and keep alive outside work — mobile, SaaS, real-time systems and consumer apps, several of them in production. Engineering notes and case studies online.

**WiesnScout** — wiesnscout.de
Real-time Oktoberfest reservation monitoring and alerts across 19 tent systems, with availability delivered within seconds.
Expo · Cloudflare Workers · Durable Objects · multi-channel push

**SarmaPlayer** — sarmaplayer.com
Cross-platform IPTV player ecosystem for TV, iOS, Android and web, with owner and operator management applications.
Kotlin / Compose TV · SwiftUI · React · Hono · PostgreSQL · Redis

**Photo Trim** — photo-trim.com
Privacy-first iOS photo cleanup for large media libraries, with fully on-device analysis and a Cloudflare-native backend.
React Native · Expo · Skia · op-sqlite · Workers · D1 · R2

**Mammito** — mammito.de
Multi-tenant care platform with provider discovery, booking, payments, encrypted video and a dedicated provider cockpit.
React · Astro · Hono · PostgreSQL RLS · Stripe Connect · LiveKit / Daily

**More:** Active Join · My Photo Copy · Content Studio · CameraBridge · PointPal · SkiWilla

Case studies, screenshots and NDA-safe client outcomes: **dedic.dev/cv/playground**