



Danijel Dedic

Senior Software Engineer / Tech Lead

Architecture · TypeScript / Node.js
React · React Native

CONTACT

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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

Germany · Remote

11/2021 – Present

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

Germany · digital studio for e-commerce and mobile

10/2015 – 11/2021

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