

Hesham Hassan

Senior Frontend Engineer & Fullstack Architect

Munich, Germany hesham.kh.hassan@gmail.com +49 157 546 05358 heshamhassan.dev in/heshamkhaledheshhassan Nationality: German, Egyptian Arabic (native) · English (fluent) · German (B1)

PROFILE

Senior frontend engineer and fullstack architect with 13+ years building high-performance, scalable web applications for international brands — Mercedes-AMG, Unilever, Kawasaki, Volvo Trucks and Henkel. I lead mixed teams, own the stack standards, and stay the technical bridge between product, design, enterprise architecture and the API teams.

Recent work is RSC-first Next.js and React on Adobe Edge Delivery Services, Sanity and AWS microservices, with Core Web Vitals and WCAG 2.1 AA treated as acceptance criteria rather than a pass at the end. I work agentially — Cursor, Claude and GitHub Copilot orchestrated inside human-in-the-loop review — to shorten the loop from architectural decision to shipped, tested feature.

TECHNICAL EXPERTISE

Frontend & SPA architecture

React, Next.js (RSC-first / App Router) · Vue.js, Nuxt.js · TypeScript · Web Components · SSR, micro-frontends · Adobe Edge Delivery Services (EDS), Adobe Experience Manager (AEM)

Fullstack & cloud

AWS microservices (FADS, UPS) · Serverless / Node.js · GraphQL, REST APIs · Sanity headless CMS · CI/CD pipelines

Styling, UI & 3D

Tailwind CSS, SCSS, CSS Grid · Material-UI · Atomic design & design systems · Three.js, React Three Fiber (R3F) · GSAP

AI & agentic engineering

Cursor, Claude, GitHub Copilot · Agentic workflows with human-in-the-loop review · AI chatbot integrations · LLM prompting & context management · Server-Sent Events (SSE) streaming

Performance & Core Web Vitals

Core Web Vitals optimisation · Bundle and runtime optimisation · Web Vitals monitoring · Web performance auditing

Leadership & process

Technical team leadership · Architectural standards · Cross-functional stakeholder management · Mentorship (People Success Lead) · Agile / Scrum

Unilever Food Solutions — Chef AI

Jan 2026 – present

FE team lead & fullstack architect · ufs.com/future-menus

- Spearheaded front-end technical leadership for Unilever's Future Menus global platform, owning the stack standards and enforcing React Server Components-first conventions.
- Architected and built an interactive AI chatbot with real-time streaming responses over Server-Sent Events, so LLM output arrives continuously rather than in one block.
- Pioneered the adoption of Adobe Edge Delivery Services on the platform, maximising Core Web Vitals and drastically lowering page load times.
- Served as the primary technical bridge, running daily alignment with enterprise architects and the API engineering teams to negotiate schema contracts, streaming protocols and security standards.
- Used Cursor and Claude agentic workflows to generate UI prototypes, write streaming API mocks and automate test coverage.

React · Adobe Edge Delivery Services · SSE streaming · RSC-first architecture · Cursor · Claude

Mercedes-AMG — members' community platform

Jun 2024 – Nov 2025

Fullstack senior engineer & architect · mercedes-amg.com

- Delivered a real-time social community platform serving high-volume traffic for Mercedes-AMG, leading the end-to-end fullstack architecture.
- Integrated Next.js 15+ with Sanity headless CMS and custom AWS microservices (FADS, UPS) for dynamic content delivery and authenticated user features.
- Optimised runtime and bundle performance with server-side rendering, route handlers and fine-grained static/dynamic caching strategies.
- Streamlined backend microservice integration and CMS schema generation with AI-assisted development, cutting feature delivery cycles significantly.

Next.js 15+ (App Router / RSC) · Sanity · AWS microservices · TypeScript · Tailwind CSS · Cursor

Kawasaki — European regional portal

May 2023 – May 2024

FE team lead & AEM architect · kawasaki.de

- Led the front-end engineering strategy for Kawasaki's regional portal, architecting highly modular, accessible and reusable AEM core components.

Adobe Experience Manager · JavaScript / TypeScript · SCSS · Web Components

Ford — 3D catalogue engine

Mar – Apr 2023

Senior frontend developer

- Engineered a high-performance WebGL 3D rendering library enabling real-time interactive vehicle customisation and catalogue viewing.

WebGL · Three.js · React Three Fiber · JavaScript

FE squad lead · volvotrucks.de

- Led squad teams building core enterprise AEM components and integrating standalone React SPAs into legacy content systems without breaking the seam.

React · AEM · Micro-frontends · REST APIs

PROFESSIONAL EXPERIENCE

Netcentric — a Cognizant Digital Business

Aug 2018 – present

FE Team Lead & Architect · Munich, Germany

- Design and execute scalable front-end architectures and enterprise design systems, and champion agentic engineering — AI-assisted workflows for component prototyping, code review and team velocity.
- Architect semantic, WCAG 2.1 accessible, performance-driven components for Adobe Experience Manager and Adobe Edge Delivery Services using React, Next.js, Vue and TypeScript.
- Measure and optimise application performance, driving Core Web Vitals into the green through aggressive bundle splitting, runtime optimisation and SSR / micro-frontend architectures.
- Frontend Patterns Guardian for CSS — company-wide architectural standards, internal tech talks on web performance, quality benchmarks across projects.
- People Success Lead — mentoring junior and mid-level engineers, guiding career paths and conducting technical interviews.

Wirecard AG

Oct 2016 – Jul 2018

Senior Frontend Developer · Munich, Germany

- Architected complex financial frontend applications with Angular, ES6 and GSAP for dynamic UI interactions.
- Managed automated build pipelines, integration testing and CI/CD deployment with Webpack and Jenkins.

MODESO

Aug 2015 – Aug 2016

Frontend Developer

- Engineered responsive user interfaces in AngularJS / Angular, integrating front-end views with Concrete5 CMS and PHP backends.

Incorta

Jul 2013 – Jul 2015

UX Designer & Developer

- Designed and built responsive web applications with HTML5, CSS3, JavaScript, Bootstrap and jQuery, bridging product design (Photoshop / Illustrator) and agile delivery.

EDUCATION

User Interface Design & Development

2012 – 2013

Information Technology Institute (ITI), Cairo

- Nine-month intensive diploma — design fundamentals, typography, interaction design and front-end implementation.

Bachelor of Commerce — Computer Information Systems

2008 – 2011

LEADERSHIP & COMMUNITY

- Frontend Patterns Guardian (CSS) — company-wide architectural standards and badge keeper / deputy duties for CSS.
- People Success Lead — mentoring, career development and interviewing.
- Internal lightning talks on web performance optimisation, Core Web Vitals and modern CSS patterns.

PUBLICATIONS

- Author of the technical course Mastering CSS Grid (Udemy, 2022).