

Hesham Hassan

Senior Product Engineer · Full-Stack

React · Next.js · TypeScript · Node.js · AWS · AI products

German & Egyptian citizen — EU work authorization, no visa sponsorship needed

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SUMMARY

Product engineer with 13+ years of building web products for Mercedes-AMG, Unilever, Henkel, Volvo Trucks, Siemens and Conrad. I currently lead the architecture of ChefAI, Unilever Food Solutions’ AI assistant for professional chefs, live in ~20 markets.

- **I work directly with clients.** For 8 years I’ve been the engineer in the room with product owners, business stakeholders and enterprise architects: I learn the business goal behind a request, shape the scope, and present the result.
- **I care about the product, not just the ticket.** I review demos as a user would, challenge requirements when there’s a better option, and prototype ideas before they become tickets.
- **I build end to end.** UI, APIs, AWS and LLM features, with a UX design background and daily use of agentic AI workflows (Claude, Cursor, Copilot).

SKILLS

Product & Client

Client and stakeholder management · Requirements shaping · Prototyping · Demos · A/B testing

Backend & Cloud

Node.js · REST · GraphQL · Elasticsearch · SQL & NoSQL · Auth · AWS (Lambda, microservices)

Quality & UX

Jest · Playwright · Accessibility · Core Web Vitals · Figma · Design systems · i18n and RTL

Frontend

React · Next.js (App Router, RSC, SSR) · TypeScript · JavaScript · Web Components · Tailwind CSS

AI Products

LLM assistants · Agentic and streaming UX (SSE) · Conversational UX · Claude · Cursor · GitHub Copilot

Platforms

Adobe Experience Manager · Adobe Edge Delivery Services · Sanity · Headless CMS

Cognizant Netcentric

Munich, Germany · Aug 2018 – Present

Technical Lead & Frontend Architect, working as a full-stack product engineer on client products since 2024

- **Client-facing tech lead:** own the relationship with client product owners and business stakeholders on each engagement, from first requirements to demos and delivery; translate business goals into scope, architecture and plans.
- Lead teams of up to 7 engineers; brought agentic AI workflows (Claude, Cursor, Copilot) into team delivery and give internal talks on AI-assisted development and architecture.
- **People Success Lead:** mentor 5 engineers through bi-weekly 1:1s on growth, ownership and leadership, contributing to their promotions; interview engineering candidates.

Unilever Food Solutions — ChefAI / Future Menus

Jan 2026 – Present

Lead Architect & Tech Lead

React · TypeScript · Adobe EDS · Server-Sent Events · LLM agents · Jest · ufs.com/uk/en/inspiration/future-menus-4

- Lead architecture for ChefAI, an AI assistant that generates recipes, analyses menus and tailors advice to each chef's business, live in ~20 markets; guide ~12 contributors.
- Work directly with Unilever's business stakeholders and enterprise architects to turn business goals into product scope, API schemas, integration contracts and the security model.
- **Product initiative:** saw that every vendor platform embedded the client's widget differently and proposed a framework-agnostic widget platform (one script, any stack, OneTrust-style). Built the prototype myself (configuration dashboard, vendor-side preview, injection scripts) and won client approval to take it to production.
- Shipped an agentic, streaming AI experience on a zero-build platform: React loads on demand only where the assistant lives, keeping content pages at 0 KB of framework JavaScript and meeting strict Core Web Vitals launch criteria.
- Designed the streaming layer: streamed fetch with a custom SSE parser for authenticated, abortable streams, and client-generated run IDs so no early reasoning events are lost. The recommendations engine later reused the pattern.
- Made the wait feel short and safe: live model reasoning is kept separate from the final answer, which reveals progressively, so agent runs of up to 3 minutes stay engaging; tiered fallbacks mean a failed stream never loses the conversation.
- Built the personalised onboarding (address → restaurant match → menu → tailored recipes), anonymous-first chat that merges into the account on login, and accessible, mixed English/Arabic RTL conversations.

Mercedes-AMG

Jun 2024 – Nov 2025

Senior Full-Stack Engineer & Architect

Next.js 15 (App Router, RSC) · TypeScript · Node.js · AWS Lambda & microservices · Sanity · Playwright · mercedes-amg.com

- Built the Mercedes-AMG owners' community platform, used by ~12,000 owners: registration across owner categories, member profiles, events and posts.
- **Full-stack delivery:** built API endpoints and Next.js route handlers, wrote AWS Lambda functions, integrated the FADS and UPS microservices, and traced data issues down to the database.
- Worked directly with product owners and client stakeholders: evaluated requirements, proposed improvements, and aligned frontend, CMS and backend with the product goals.
- Architected App Router / RSC features on Sanity and AWS, choosing rendering and caching strategy per route; defined API contracts and data models with backend teams.
- Built reusable, CMS-driven vehicle content modules so editors could assemble rich pages without engineering help; wrote Playwright end-to-end tests for key flows.
- Went into framework and CMS source code to solve problems others were blocked on; used Cursor to speed up schema work, integrations and investigations.

Kawasaki

May 2023 – May 2024

Team Lead

Adobe Experience Manager · TypeScript · Web Components · SCSS · kawasaki.de

- Led engineering for Kawasaki's regional websites across Europe and Asia, including Japan.
- Architected a library of modular, accessible AEM components built on Web Components and reused across regional sites, with shared standards that kept every market consistent.
- Turned designs into scalable component implementations together with designers, backend engineers and business stakeholders.

Henkel

Jan 2020 – Dec 2022

Squad Lead

Adobe Experience Manager · Centric Helix

- Led the squad for three years: technical direction, delivery, code quality and mentoring.
- Built Helix, Henkel's central brand platform: ~20 brands launched on it, each set up by editors in a few steps instead of a development project.
- Designed configurable, brand-agnostic components and extended AEM authoring dialogs with custom options, so editors control styling, theming and animation themselves.

Volvo Trucks

2019 – Mar 2023 (in parallel)

Squad Lead

React · Adobe Experience Manager · Micro-frontends · REST APIs · volvotrucks.de

- Led squads delivering Volvo Trucks' AEM platform, serving ~100 markets.
- Architected standalone React applications embedded in AEM as micro-frontends, so interactive tools could be built and released independently of the CMS.
- Guided architecture, code quality and development practices across squads, and mentored engineers.

Conrad Electronic & Siemens

from Aug 2018

Earlier Netcentric engagements

- **Conrad:** part of the team that rebuilt Conrad's e-commerce shop from the ground up in React.
- **Siemens:** worked full-stack in the search team, building the site's search module with GraphQL on Elasticsearch.

Wirecard AG

Oct 2016 – Jul 2018

Senior Frontend Developer · Munich, Germany

Angular · JavaScript (ES6) · GSAP · Webpack · Jenkins

- Built complex enterprise payment and financial applications with dynamic, high-performance interfaces, focused on maintainability and user experience.
- Worked with automated testing, Webpack build pipelines and Jenkins CI/CD deployments.

Modeso

Aug 2015 – Aug 2016

Frontend Developer

AngularJS / Angular · JavaScript · HTML5 · CSS3 · Concrete CMS · PHP

- Built responsive web applications and integrated them with PHP backends and CMS-driven content.

Incorta

Jul 2013 – Jul 2015

UX Designer & Frontend Developer

HTML5 · CSS3 · JavaScript · Bootstrap · jQuery · Photoshop · Illustrator

- Designed UI concepts, interactions and prototypes, then built them into production interfaces myself. This is where my design-to-engineering approach started.

WRITING & TEACHING

- "Architecting an AI Assistant into a Zero-Build Website" — the eight architecture decisions behind ChefAI (2026)
- "Mastering CSS Grid" — Udemy course author: 3,200+ students, rated 4.6/5 from 110 reviews
- **Internal talks** on AI-assisted development, web performance, Core Web Vitals, modern CSS and frontend architecture; Frontend Patterns Guardian (CSS) at Netcentric.

Alexandria University

2008 - 2011

Bachelor of Commerce, Computer Information Systems

Information Technology Institute (ITI)

2012 - 2013

User Interface Design & Development

Languages: Arabic (native) · English (fluent) · German (B1)