

Mohamed Hafez

Frontend & Full-Stack Web Developer

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SUMMARY

Frontend-focused full-stack developer shipping production web applications with Next.js, React, TypeScript, and Node.js since 2021, built on a decade of enterprise infrastructure, cloud, and identity engineering. Founder of Blooming Brands, a small web studio delivering real client sites and SaaS tooling: multi-tenant platforms, headless WordPress builds, CRM and newsletter systems, and AI-powered chat agents. Unusual range for a frontend hire: I also own deployment, DNS, TLS, servers, and security end to end, so what I build actually runs in production.

TECHNICAL SKILLS

Frontend: React, Next.js (App Router), TypeScript, JavaScript, Tailwind CSS, Framer Motion, Astro, responsive & accessible UI (ADA, WCAG, Lighthouse CI)

Backend: Node.js, REST APIs, Prisma ORM, PostgreSQL, MySQL, Redis, JWT, OAuth2, WordPress plugin development (PHP)

AI Integrations: OpenAI & Anthropic APIs — production chat agents, workflow automation, content generation

DevOps & Hosting: Docker, GitHub Actions CI/CD, Coolify (self-hosted PaaS), Vercel, Netlify, AWS, Cloudflare DNS, Linux server administration

Security & Identity: MFA (WebAuthn passkeys, TOTP), RBAC, SSO / SAML / OAuth, PostgreSQL row-level security

DEVELOPMENT EXPERIENCE

Founder & Full-Stack Developer

2021 – Present

Blooming Brands Inc — Lowell, MA (web studio; current employer)

- Design, build, and operate blooming-brands.com and client production sites end to end — application code, CI/CD pipelines, Docker deployments on a self-managed VPS (Coolify), DNS, TLS, monitoring, and ongoing production support.
- Built a multi-tenant business platform in Next.js, TypeScript, Prisma, PostgreSQL, and Redis spanning CRM, CMS, billing, and customer-facing portals.
- Implemented passwordless multi-factor authentication (WebAuthn passkeys + TOTP) with role-based access control and secure session management.
- Developed a custom WordPress plugin providing bi-directional newsletter and subscriber sync between client WordPress sites and the platform database, exposed through a versioned REST API.
- Delivered client projects including a livery-service marketing site (Next.js, deployed to production via git push-to-deploy) and headless WordPress + Next.js builds using SSR/SSG for performance and SEO.
- Integrated OpenAI- and Anthropic-powered chat agents into production sites for lead capture and context-aware visitor guidance.
- Internationalized applications with next-intl and drove Lighthouse CI scores to green across accessibility, SEO, and performance.

Frontend / ERP Product Developer

2024 – Present

On Target Brands (own product) — ontargeterp.netlify.app

- Architected an AI-assisted ERP platform (orders, invoicing, catalog, storefront generation) in Next.js, Prisma, and MySQL with JWT auth.
- Anchored transaction records to Hedera Hashgraph for tamper-evident audit trails; integrated OpenAI, Anthropic, and DeepSeek models for automated storefront generation.

ENTERPRISE ENGINEERING BACKGROUND

Systems Engineer — contract & full-time roles

2016 – Aug 2026

Microsoft, Wells Fargo, Cisco, OneDigital, Karuna Therapeutics, Imagine Pediatrics, UKG

- Tier 2/3 engineering across Windows, Linux, and macOS fleets: Azure AD/Entra, Intune, Okta, Tanium, CrowdStrike, Microsoft 365, AWS.
- Heavy automation throughout: PowerShell and REST API tooling for bulk provisioning, patch compliance, reporting dashboards, and software deployment at enterprise scale.
- This background is why my web work ships reliably — networking, DNS, identity, and server operations are first-hand knowledge, not abstractions.

EDUCATION & CERTIFICATIONS

- Full Stack Application Development Certificate — Framingham State University
- Advanced Java Programming Certificate — North Carolina State University
- AWS Certified Cloud Practitioner · Microsoft MCSE & MCP · Fortinet NSE1/NSE2