

# CV - Bram Joosten

## Personal details

**LinkedIn profile** [linkedin.com/in/bjoosten](https://www.linkedin.com/in/bjoosten)

**Github** [github.com/bramjoosten/](https://github.com/bramjoosten/)

If you want to reach out, please message me via LinkedIn.



## Summary

Front-end engineer with 10+ years of commercial experience building software for large corporations as well as agencies

Besides software development I enjoy spending time with my wife and 2 kids, and playing tennis. 🎾

## Projects

### Short term work | Jan 2026 - now

Various short-term projects and client work

#### projects

- Trade show list ([link](#))
- Using AI with WebGL/Canvas ([link](#))

#### client work

- Banners under 150kb using WebGL ([link](#))
- Building Shopify webshop with AI (in progress)

#### technologies

- Claude, NextJs/React, Vue, Vercel, Shopify, WebGL/Canvas

### DPG Media, Amsterdam | Jun 2022 – Dec 2025

Responsible for full-stack development, writing production code for high-volume media platform reaching about 9M unique visitors per month. Shipping code to end users of variety of well-known news titles and magazines including Volkskrant, Trouw, Parool, AD.nl, Margriet, Libelle and others.

#### responsibilities

- Development of new components in NextJs/React (SSR, CSR and statically rendered)
- Development and maintenance of e2e tests (playwright) to prevent regression
- Designing (architectural) and development of a tracking library (greenfield)
- Integration and support to various experimentation and analytics platforms (see list below)
- Setting up dashboards and mappings, gaining insights in Analytics suites Contentsquare and Heap
- Development and maintenance of Java Spring Boot stack with Thymeleaf
- Development of personalisation features
- Setup and maintenance of various design systems and packages in Storybook
- Refactoring and/or migrating legacy codebases to NextJs/React
- Writing A/B tests (CRO), setting up metrics and tracking
- Monitoring, coordinating and responding to technical incidents in AWS
- Maintaining private NPM packages and artifacts in Artifactory
- Connecting to different RESTful API's, and setting up/maintaining OpenApi Docs
- Implementation of accessibility standards (WCAG 2.0 and up)
- Leading web development chapter to establish best frontend and coding practices
- Integration of AI tooling into front end UI

- Support of UX discovery tracks, ensuring qualitative/quantitative feedback
- Sharing of knowledge and supporting developers
- Providing technical solutions to data scientists, product owners, marketeers, editors and other stakeholders

#### **technologies**

- Front-end: React, NextJS, Java thymeleaf, NodeJS/Typescript, Storybook
- Back-end: Java, Spring MVC, MongoDB, Maven/Gradle
- Playwright/Jest for automated e2e and unit testing
- AWS, Akamai properties
- Sitespect for A/B testing
- Esbuild for client side build automation
- Github actions/Bitbucket pipelines for deployments
- OpenApi/Swagger
- 3rd party tools: Contentsquare, Sitespect, Heap, VWO, Sentry, Usabilla, SmartOcto
- Docker (-compose), Git
- Pnpm, unix scripting, NX monorepo
- CoPilot and AI prompting

#### **VanMoof, Amsterdam | Mar 2022 – May 2022**

Three-month project working as a Javascript developer on AWS cloud technology, part of an Agile/Scrum team to ensure correct and secure communication of data between internal apps.

#### **responsibilities**

- Development of new features and maintenance of manufacturing tools
- Authentication and identity management
- High quality code with mainly E2E tests
- Infrastructure-as-code principles

#### **technologies**

- NodeJS/Typescript
- Serverless, Cloudformation for modeling cloud infrastructure
- API gateway (RESTful)
- Cloudformation, Lambda functions
- IAM, Cognito for identity and access management
- RDS with Postgres, S3 for persistence
- CloudWatch and CloudTrail for monitoring
- Messaging with SNS/SQS
- Jest/Cypress for testing
- CircleCI for deployments

#### **Ahold (through DEPT), Amsterdam | Oct 2019 – Dec 2021**

Worked as a front-end developer using Salesforce Commerce Cloud, part of a multinational Agile/Scrum team responsible for improvement of the B2C e-commerce website. Code was delivered in a CI/CD way of work which was planned in bi-weekly sprints. The projects ran mainly on gall.nl and shortly etos.nl.

#### **responsibilities**

- Developed and built user stories for the Loyalty program "Gall Premium"
- Rebuilt the site navigation from the ground up
- Improved quality of A/B tests
- Ensured code quality with unit tests, E2E and visual regression
- Converted designs into functional components
- Set up and maintained (3rd party) integrations
- Set up and continuously improved site RUM (real user monitoring)

#### **technologies**

- Typescript, Javascript, ISML, SASS, Salesforce Reference Architecture (SFRA), Webpack
- React 16+ (hooks and functional components)
- Jest, Cypress, BackstopJS, Puppeteer

- Optimizely, Dynatrace, Google Captcha, GTM, Mopinion, SFCC Chat, Salesforce Service Cloud
- Heroku, Node.js, AWS, Shell scripting
- MVC/OOP methodologies

### **Vive, Amsterdam | Aug 2018 – Nov 2022**

Web developer for fintech scale-up viveapp.com. Recurring project on ad-hoc basis.

#### **responsibilities**

- Converting static designs into the marketing website
- Advisory role on choosing the right tech stack that balances functionality, cost and ease-of-use for the content/designers

#### **technologies**

- Hugo, Javascript, SASS/CSS, HTML (v1 and v2)
- Webflow, Javascript (work in progress)
- Git, AWS, Shell scripting

### **MediaMonks, Hilversum | May 2019 – Jul 2019**

Development of marketing websites for Huawei, Douwe Egberts and Heineken. The project ran for 3 months full time.

#### **responsibilities**

- Convert design into dynamic marketing websites
- Worked closely with the product owner, testers and 3 other front-enders shipping code in an agile CI/CD way.
- Provided technical support

#### **technologies**

- Typescript, GSAP, Handlebars, Bootstrap, SASS KnockoutJS, Storybook

### **Individual clients | Feb 2016 – Current**

Helping a group of individual professionals build and run their own websites. Mostly providing the initial build and helping my clients to maintain and update the site themselves as much as possible.

#### **responsibilities**

- Initial build of a website in Squarespace and (formerly) Wordpress
- Discussing coaching about site content and personal branding
- Sharing knowledge on web related concepts, security, content, SEO and Site performance
- dinamofonds.nl, martijngijsbertsen.nl, ijconsulting.nl, lichtpuntjes.nl, vilastudio.sk

#### **technologies**

- Squarespace, Wordpress

### **Superheroes, Amsterdam | May 2017 – Sep 2018**

Recurring project, combined 2 months full time. Developed interactive banners global brands in consumer goods and banking sector. Clients include Finley/Coca-Cola, ING and L'or (JDE)

#### **responsibilities**

- Translation of design to working code
- Shipping/ trafficking of code through Weborama

#### **technologies**

- Javascript, GSAP, CSS, HTML, Bash and Webpack

### **Dutch Portfolio, Utrecht | Mar 2017 – Dec 2018**

Recurring projects, worked for a combined total of a half year full time, building Wordpress sites and providing support.

#### **responsibilities**

- Converting static designs into new Wordpress sites
- Implementation of new features
- Updating and migrating websites
- Restoring faulty or broken installations

### **technologies**

- PHP, CSS, Javascript
- Wordpress, Google Analytics, Google Tag manager

### **Online Department, Rotterdam | Oct 2017 – Feb 2018**

Responsible for building the front-end CSS and Markup of pharmacy benu-apotheek.nl working closely with the lead UX and Product Owner

### **responsibilities**

- Converting design from Sketch into static website templates
- Communicating with the PO and UX lead

### **technologies**

- Hugo, CSS, JS, Shell scripting

### **Erasmus University, Rotterdam | Aug 2016 – Oct 2016**

Responsible for creating a VR experience for Erasmus University together with the client and a team of freelancers.

### **responsibilities**

- Delivered an interactive VR experience as independent Project Manager
- Recruited and managed a team of 6 freelancers specializing in different areas of game/VR development
- Applied Agile methodologies to deliver product in a timely manner

### **Pixelwater, Utrecht | Jan 2016 – Oct 2016**

As founder was responsible for working with game designers and finding projects to pioneer VR experiences.

### **responsibilities**

- Responsible for creating 2 VR experiences for Architecture
- Recruitment of team members
- Project management, sales and administration

## **Courses**

- React - The Complete Guide (incl Hooks, React Router, Redux)
- Go: The Complete Developer's Guide(Golang)
- Apache Kafka Series - Kafka Cluster Setup & Administration

## **Education**

- (2005-2009) HBO Industrial Product Design