ALEKSANDAR MILICEVIC

Senior Frontend Developer (Adobe Commerce/Magento 2 & Headless Ecommerce) Stockholm, Sweden • EU Citizen • Open to Remote & Sweden-based Roles • No sponsorship required • Email: alex@alexmilicevic.me • Phone: +46 728704627 •
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ABOUT ME

Frontend developer with 8+ years delivering high-traffic Adobe Commerce (Magento 2) and Hyvä storefronts plus headless React/Next.js experiences, focused on Core Web Vitals, accessibility (WCAG 2.1), SEO, and scalable component systems with GraphQL and TypeScript. Proven record shipping multi-market rollouts, improving Lighthouse metrics, and collaborating across backend/design/QA in Agile teams to meet performance and conversion goals. Based in Stockholm with EU work rights; open to onsite or remote within Sweden.

CORE SKILLS

Languages/Frameworks:

- HTML5
- CSS3
- Tailwind CSS
- JavaScript
- TypeScript
- React
- Next.js
- Apollo GraphQL

Ecommerce

- Adobe Commerce (Magento 2)
- Hyvä
- Shopify
- Headless architectures

Performance/UX

- Core Web Vitals
- Lighthouse
- LCP/CLS
- Accessibility (WCAG 2.1)
- SEO
- Responsive UI from Figma

WORK EXPERIENCE

Youwe Sweden AB

Front-End Developer | Apr 2022 - Present

youweagency.se

Owns end-to-end Magento 2 and Hyvä storefront builds delivering mobile-first, WCAG 2.1–compliant UI and stronger Core Web Vitals for high-traffic, multi-market sites.

- Stabilized layout and reduced CLS across key templates by standardizing media dimensions, prioritizing critical CSS, and deferring non-critical scripts.
- Built a reusable Hyvä component system to accelerate iteration and reduce UI defects across categories and product journeys while maintaining accessibility patterns.
- Improved PDP and returns usability by aligning UI components and interaction patterns to reduce friction and support conversion goals.
- Strengthened checkout reliability and Lighthouse performance signals via targeted rendering and layout optimizations.
- With a team of senior developers, I build various components for our own Headless Accelerator. It is based on ReactJS, Next.js, and Apollo GraphQL.

Selected clients: auping.com, kakelspecialisten.se, terstal.nl, carpetright.nl, sdu.nl

Taurus Media BV

Magento Front-End Developer |
Oct 2020 - June 2021 | Sept 2021 - Jan 2022

taurusmedia.nl

- Built storefronts from scratch and modernized legacy themes; improved PLP/PDP layouts for conversion and accessibility across Dutch and UK clients.

Selected clients: chillyhilversum.nl, watercoolergigant.nl, springwisebottledwater.co.uk - responsive redesigns, grid improvements, and checkout UX enhancements

MRM Commerce

Magento Front-End Developer | June 2021 - Sep 2021

mrm.com

- Built reusable, locale-ready Magento 2 themes for Nestlé Dolce Gusto across 10+ markets, achieving 95+ Lighthouse performance scores in 6 markets through targeted optimization and QA collaboration.
- Implemented AJAX cart, faceted filters, and configurable product UX patterns with localization support for rapid market rollout.

Jola Interactive DOO

Magento Front-End Developer | Oct 2019 - Oct 2020

jolausa.com

- Delivered custom e-commerce frontends with performance and UX focus for US clients, collaborating closely with backend and QA.

Freelancer

Magento Front-End Developer | Jan 2018 - Oct 2019

- Delivered custom eCommerce solutions and shipped bespoke Magento storefronts.

Younify D.O.O.

Magento Front-End Developer | Jan 2017 - Jan 2018

younify.nl

- Delivered custom storefronts for Dutch clients with attention to responsive design, accessibility, and conversion-oriented UI patterns.

Project highlights

• International rollout: Locale-ready UI system for 10+ markets, improving reuse and reducing pre-launch UI bugs by 45% through QA collaboration and visual testing standards.

• Performance uplift: 95+ Lighthouse scores in 6 markets via code splitting, image optimization, and layout stabilization across key templates.

• Web Vitals remediation: CLS and rendering stability fixes on complex PDP/checkout flows, improving visual stability and user trust signals.