

ALEKSANDAR MILICEVIC

Senior Frontend Developer

Stockholm, Sweden | EU citizen | No sponsorship required

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PROFILE

Senior Frontend Developer with 9+ years of experience building eCommerce and content platforms. Recent work includes Kingspan's global websites and independently delivered Storyblok FlowMotion workflows for content replication, publishing and fully automated AI page translation. Focused on reusable components, multi-market delivery, accessibility and performance.

CORE SKILLS

Frontend: React, Next.js, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS

CMS & Commerce: Storyblok Enterprise, FlowMotion, Adobe Commerce (Magento 2), Hyvä, Shopify

Architecture & Quality: Apollo GraphQL, SSR/SSG/ISR, WCAG 2.1 AA, Core Web Vitals

EXPERIENCE

Youwe Sweden AB

Front-End Developer | Apr 2022 - Present | Stockholm

Kingspan Group - kingspan.com & panels.kingspan.com

9-month client project | €9.2bn revenue (2025); commercial presence in 50+ countries.

- Developed frontend features using Next.js 15 (App Router), React, TypeScript, and Storyblok Enterprise within a multi-tenant architecture.
- **Independently designed and delivered** content automation workflows using Storyblok FlowMotion for kingspan.com, covering locale mapping, nested-folder handling, derived-story creation, content replication and publishing across country sites.
- Delivered **fully automated AI translation of pages** as part of the FlowMotion solution, supporting multilingual content delivery across country sites.
- Built reusable CMS components and frontend patterns, with market-aware routing and site detection to support shared functionality and country-specific content.
- Implemented keyboard navigation, tabs and accordions with semantic roles and interaction patterns aligned with WCAG 2.1 AA.

Adobe Commerce & headless projects

- Built Magento 2 and Hyvä storefronts and reusable components. Improved layout stability through media sizing, critical CSS and deferred scripts, and refined PDP and checkout UX.
- Contributed reusable React and Next.js components to Youwe's Headless Accelerator, working with senior developers and Apollo GraphQL.

Other clients: Auping, Kakelspecialisten, TerStal, Carpetright, Amac and SDU.

EXPERIENCE CONTINUED

Taurus Media BV

Magento Front-End Developer | Oct 2020 - Jun 2021; Sep 2021 - Jan 2022

- Built Magento storefronts from scratch and modernised legacy themes for Dutch and UK clients, improving responsive product listing and product detail layouts, accessibility and checkout UX.

Selected clients: Chilly Hilversum, WatercoolerGigant and Springwise Bottled Water.

MRM Commerce

Magento Front-End Developer | Jun 2021 - Sep 2021

- Built reusable, locale-ready Magento 2 themes for Nestlé Dolce Gusto across 10+ markets. Achieved 95+ Lighthouse performance scores in 6 markets through targeted optimisation and collaboration with QA.
- Implemented AJAX cart functionality, faceted filters and configurable-product interactions with localisation support for international rollouts.

Jola Interactive DOO

Magento Front-End Developer | Oct 2019 - Oct 2020

- Delivered custom eCommerce frontends for US clients, focusing on performance and usability while working closely with backend developers and QA.

Freelancer

Magento Front-End Developer | Jan 2018 - Oct 2019

- Delivered bespoke Magento storefronts and custom eCommerce interfaces, translating client requirements into responsive frontend implementations.

Younify D.O.O.

Magento Front-End Developer | Jan 2017 - Jan 2018

- Built custom Magento storefronts for Dutch clients, with responsive layouts, accessible UI patterns and consistent shopping experiences.

SUPPORTING SKILLS & TOOLS

Architecture: Headless architectures, React Server Components, reusable component systems

Quality: Lighthouse, SEO, responsive UI, keyboard navigation and semantic HTML

Tools & delivery: Git, Jira, Figma, Agile/Scrum, collaboration with design, backend and QA

LANGUAGES

Serbian - native | English - professional | Bulgarian - advanced | Swedish - beginner