

ROBEL BELIHU

Senior Frontend Engineer | React & Next.js

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SUMMARY

Frontend engineer with five years of experience building production React and Next.js applications. Currently embedded in a product team as the sole frontend engineer, owning delivery from component architecture through to production. Prior experience across product startups and agencies, with measurable outcomes in performance, engagement, and retention.

SKILLS

Frontend: React.js, Next.js, TypeScript, JavaScript (ES6+), Redux Toolkit, Tailwind CSS, Framer Motion, Figma

Backend: Node.js, Express.js, PostgreSQL, MongoDB, REST APIs, GraphQL

Tools & Practices: Git, Azure, Vercel, CI/CD pipelines, Web performance optimization, Accessibility, Agile workflows

EXPERIENCE

Senior Frontend Engineer | BigLittleThings Oct 2024 — Present

B2B e-commerce platform for the German market.

- Sole frontend engineer on a product team, responsible for the full frontend from architecture decisions through to production deployment.
- Building a React and Next.js codebase against a typed backend API, collaborating closely with backend engineers and designers in a cross-functional team.
- Translating Figma designs into responsive, accessible UIs while maintaining performance standards across customer-facing surfaces.
- Driving incremental improvements to Core Web Vitals, rendering performance, and frontend architecture as the product scales.

Senior Frontend Engineer | Uprine Technology Solutions Jan 2021 — Sept 2024

Product startup environment, multiple SaaS products.

- Architected and built the frontend for multiple SaaS products from greenfield, establishing component libraries, design systems, and state management patterns used across the organization.
- Led a Next.js migration that reduced page load time by 40% and significantly improved SEO rankings across the platform.
- Implemented Redux Toolkit for global state management, reducing redundant API calls by 20% and improving data consistency across complex multi-step user flows.
- Optimized React rendering strategies including memoization, virtualization, and code splitting, resulting in 25% faster UI response time.
- Improved user engagement by 30% through targeted frontend feature development and UX improvements on a high-traffic social platform.

Freelance Frontend Engineer | Upwork May 2021 — Present

Contract work alongside full-time roles.

- Five completed contracts, all five-star rated, 100% Job Success Score, with repeat clients across multiple engagements.
- Delivered production React and Next.js applications for clients in e-commerce, real estate, and SaaS.
- Built reusable component systems that reduced development time by 40% across subsequent project phases.

Frontend Developer | Gebeya Talent Apr 2021 — Jan 2023

Contract role alongside Uprine.

- Contributed frontend development across multiple client products at one of East Africa's leading tech talent platforms.
- Managed CI/CD pipelines on Azure across five concurrent projects, ensuring consistent and reliable deployments.

SELECTED PROJECTS

Financeer — Personal finance dashboard with income/expense tracking, savings goal management, real-time financial health scoring, and AI-generated insights. Built with Next.js, TypeScript, and Framer Motion. financeer.vercel.app

Ripple — Publishing platform for independent writers. Distraction-free editor, rich formatting, image uploads, Google auth, and public reading without login. Built with Next.js, Prisma, and Supabase. ripple-two-kappa.vercel.app

Emerald Games Admin Dashboard — High-density analytics dashboard giving the operations team real-time visibility into player activity, revenue, and system health. Replaced manual spreadsheet reporting with seconds-fast queries. Built with React, TypeScript, and Node.js. admin-hat.emerald-games.com