

Vo Chinh

SENIOR FRONTEND ENGINEER

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PROFESSIONAL SUMMARY

Six years building production frontends. The last four on headless commerce for German enterprise clients.

KEY PROOFS & METRICS

Production frontends: 6+ years

German enterprise clients: 4+ years

Commerce: commercetools · Shopware · Shopify

Certifications: AWS Certified Dev · TOEIC 820

TECHNICAL COMPETENCIES

Core: TypeScript, React, Next.js, Tailwind CSS

Commerce: commercetools, Frontastic, Shopware, Shopify, Algolia

Testing: Cypress, Vitest, Jest

Backend: Node.js, NestJS, Express, GraphQL, REST, PostgreSQL

Also: Vue, Nuxt, Firebase, Vite, Webpack

Cloud: AWS (Certified Developer Associate), Vercel, Azure

Practice: Agile/Scrum, code review, backlog refinement, mentoring

PROFESSIONAL EXPERIENCE

Front-end / AI Integration Developer @ SHOPMACHER eCommerce GmbH & Co. KG (03/2023 – present | Da Nang / Remote)

- E-commerce storefront for German enterprise client: Next.js, TypeScript, Tailwind, commercetools + Frontastic, Cypress, SSR — feature development, maintenance, testing, code reviews, backlog refinement with POs
- Transitioned to Shopware development after project wind-down (~2024); Shopify development (project work + upskilling)
- AI integration focus (2024-2026): built reusable agentic dev workflows (Claude/LLM skills) that automate ticket delivery end-to-end — pull and parse the ticket, investigate the relevant code, implement, run a verify loop, generate automation tests — shifting my role from writing to reviewing
- Automated technical-documentation and test generation in my delivery workflow, refocusing time on logic and edge cases
- Applied a review-first, verifiable approach to AI-assisted work across projects (output is checked, not trusted blindly), improving the consistency and quality of routine tasks

Middle Front-end Developer @ NFQ Vietnam (03/2022 – 03/2023 | Da Nang)

- Pharmacy B2B customer-engagement / CRM solution: React, TypeScript, GraphQL (primary), REST, MaterialUI; feature development with unit + E2E testing (Cypress)
- Collaborated with UX/UI designers; root cause analysis, code review, and unit testing with senior team members; Scrum delivery

Senior Front-end Developer @ Enlab Software (03/2021 – 03/2022 | Da Nang)

- Rising Star award, 2022
- BL Education online-course platform (client + admin — browse, purchase, and learn courses): Vue 2, Nuxt, TailwindCSS, ElementUI, NestJS, PostgreSQL, Azure, TypeScript
- Led a frontend team of 5-6: owned the FE build, project template, conventions, and technical documentation; trained interns; worked with clients, UX, and PMs
- Rising Star award for outstanding competence and contribution

Junior Front-end Developer @ Nestsera (10/2019 – 03/2021 | Da Nang)

- Built client and admin web apps: Restnext, ToWash, Minh Chau Viet (restaurant material management) — ReactJS, VueJS, Nuxt, Firebase
- Produced proof-of-concepts to spec; documented bug reports, tickets, and code changes; communicated technical issues to team and clients

SELECTED ARCHITECTURAL CASE STUDIES

Agentic delivery workflow (SHOPMACHER eCommerce GmbH & Co. KG)

Role: Frontend / AI Integration Developer | Tech Stack: Claude Code, TypeScript, Cypress, Vitest

Problem: A large share of each ticket was mechanical — locating the right code, writing the test scaffold, updating documentation. High effort, low judgement, and the parts most likely to be skipped under deadline.

Approach: Reusable Claude Code skills that take a ticket end to end: parse the ticket, investigate the relevant code, implement, run a verify loop against tests, generate automation tests and technical documentation. Designed review-first — the human step is reading the diff, not producing it. I built and shared these skills, and 4-5 engineers on my team now run them.

Impact: The workflow runs on nearly every ticket I am assigned. It collapses the investigation step: on a typical ticket, understanding the existing code and business logic used to take about an hour and now takes about half that. The time saved

concentrates where judgement is lowest — documentation, test authoring, and investigation. Coverage and delivery-time percentages are not claimed, because they cannot be defended precisely.

Composable storefront, ANWR (ANWR Group (via SHOPMACHER))

Role: Senior Frontend Engineer | Tech Stack: Next.js, TypeScript, Tailwind CSS, commercetools, Frontastic, Algolia, Cypress

Problem: The hard part was integration — a single Next.js frontend on commercetools via Frontastic, wired into the surrounding commerce, PIM, and backend systems, and kept consistent across three storefronts.

Approach: Next.js with SSR against commercetools via Frontastic. Built nearly all storefront features, including Algolia search implemented from scratch across PLP and PDP — with caching and search latency and relevance tuning — and work on the checkout surface. Cypress coverage for the critical flows, code review, and backlog refinement directly with product owners.

Impact: Raised the storefront's Lighthouse performance score from around 60 to around 80 through image and JavaScript optimization. Business metrics such as catalogue size, traffic, and order volume are withheld under NDA.

Pharmacy B2B CRM platform (NFQ Vietnam)

Role: Middle Front-end Developer | Tech Stack: React, TypeScript, GraphQL, REST, MaterialUI, Cypress

Problem: Complex data-heavy healthcare interfaces needing reliable state management across GraphQL and REST APIs.

Approach: React, TypeScript, GraphQL (primary), REST, MaterialUI. Collaborated with UX/UI designers; root cause analysis, code review, and unit testing alongside senior engineers; Scrum delivery.

Impact: Delivered robust customer-engagement features with unit + E2E testing (Cypress).

BL Education course platform (Enlab Software)

Role: Senior Front-end Developer | Tech Stack: Vue 2, Nuxt, Tailwind CSS, ElementUI, NestJS, PostgreSQL, Azure, TypeScript

Problem: Greenfield build with no existing frontend conventions and a team of 5-6 frontend engineers.

Approach: Led a frontend team of 5-6: owned the FE build, project template, conventions, and technical documentation; trained interns; worked with clients, UX, and PMs. Vue 2, Nuxt, Tailwind CSS, ElementUI, NestJS, PostgreSQL, Azure, TypeScript.

Impact: Built from scratch, set conventions and documentation for a 5-6 person frontend team, and earned the Rising Star award for outstanding competence and contribution.

EDUCATION & CERTIFICATIONS

Engineer of Information Technology — Danang University of Technology (2017—2022, Software Engineering)

AWS Certified Developer - Associate — Amazon Web Services (2025)

TOEIC 820 — IIG Vietnam