

Zineddine Khedri

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SUMMARY

Senior Software Engineer with 7+ years scaling products from zero to 500K+ users across 190+ countries. Cut AWS infrastructure costs by 70% through a serverless architecture redesign, and architected a streaming AI agent now used by 500+ creators. Comfortable owning full-stack and platform architecture end-to-end, from system design and stakeholder alignment to production delivery, across distributed teams and fast-moving product environments.

EXPERIENCE

Senior Software Engineer

Sparkit

January 2025 - Present, Dubai - Remote

Making premium fashion and custom merch accessible to everyone.

- Led mobile frontend architecture and stack decisions; drove design-system adoption across a cross-functional team of 3 engineers.
- Shipped React Native (Expo) app from zero to production in under 2 months.
- Architected an AI Design Studio for 500+ creators using LLM APIs and streaming agents, cutting iteration time from hours to minutes.
- Delivered a B2B merch flow enabling 10x faster product-line optimization; aligned trade-offs with product and business stakeholders.
- Built a real-time factory dashboard tracking the full order flow, improving throughput by 60%.
- Technologies: TypeScript, Next.js, React, Zustand, React Native / Expo, Tailwind CSS, Supabase, Vercel.

Senior Software Engineer & Technical Lead

ChargeSmart Insight

December 2024 - Present, London - Remote

EV charging analytics that makes smarter placement decisions (Fractional Role).

- Sole technical owner; defined the full architecture, selected the stack, and led all engineering decisions to reach £10K MRR in under 6 months.
- Redesigned system architecture from EC2/PostgreSQL to a serverless stack, reducing AWS spend 70% (\$700 to \$100/month).
- Built an event-driven architecture (SQS + Batch) ingesting +100M records/day, cutting processing time from hours to minutes.
- Set up CI/CD with GitHub Actions covering automated testing, linting, and zero-downtime deployments across all environments.
- Built an internal observability platform monitoring 70+ pipelines across 7 countries, reducing incident detection time by 90%.
- Technologies: TypeScript, React, TanStack Query, Python, PostgreSQL, AWS (Lambda, Aurora, S3, SQS, ECR, Batch), GitHub Actions.

Software Engineer

Pixcap

November 2021 - November 2024, Singapore - Remote

Building the way designers and marketers create 3D content in the browser.

- Defined and owned frontend architecture for a distributed system serving 500K+ users across 190+ countries as frontend lead.
- Led a cross-functional frontend team of 3 engineers across agile squads, owning sprint planning, code review, and architecture reviews.
- Implemented SSR and a dynamic page-caching architecture deployed on AWS EKS, growing organic traffic from 0 to 30K+ weekly visitors while improving performance and reducing server load.
- Designed and built a 2D interaction layer (Canva-style) on top of a 3D engine, including full system design for real-time communication between layers, replacing a complex 3D-only interface and reducing user friction.
- Proposed and led a plugin architecture initiative aligned with the product roadmap, powering Figma/Webflow integrations for 23K+ users.
- Introduced micro-frontend architecture, splitting 1 monolith into 4+ independently deployable modules for improved release reliability.
- Led Vite migration: dev startup from 4 min to seconds, bundle from 14 MB to 8 MB, page load from 10 s to under 2 s.
- Established observability standards with Sentry and testing standards with Jest and GitLab CI/CD across 4+ products, cutting regression bugs by 40% and raising coverage to 75%+.
- Technologies: TypeScript, Vue.js, Vuex, Nuxt.js, Redis, GitLab CI/CD, Vite, Webpack, Rollup, Jest, Sentry, Kubernetes (EKS), AWS.

Software Engineer

Sobiapi

November 2020 - October 2021, Paris - Remote

SoBiapi offers software development, consulting, and digital communication services.

- Technical lead for a cross-functional team of 3 in an agile/scrum workflow; owned architecture decisions, sprint planning, and code quality.
- Delivered a full exam platform for Total Energies Foundation in 3 months, supporting 1,000+ concurrent users.
- Set up dedicated server deployment with hardened security, automated CI/CD, and zero-downtime release pipelines.
- Built a classification algorithm replacing hours of manual setup with one-click automation, reducing configuration time by 99%.
- Post-launch, the client consolidated all platform development with us, winning a 100K+ EUR follow-on contract.
- Technologies: TypeScript, React, Redux, Laravel, Node.js, PostgreSQL, Docker, React Native, VPS.

Software Engineer

Maystro delivery

January 2020 - November 2020, Algiers - Remote

Helping e-commerce businesses achieve their goals through end-to-end logistics.

- Sole frontend engineer; scoped and delivered a logistics platform from scratch in 2 months, replacing a legacy system.
- Reduced order processing time by 95% via bulk import and batch operations.
- Built a real-time metrics dashboard tracking order status, payments, and revenue.
- Integrated Shopify API, automating order syncing for 10K+ daily orders.

• Technologies: TypeScript, React, Redux, Shopify API.

PROJECT

Observability Dashboard

ChargeSmart Insight • observability.zineddine-khedri.com • February 2026 – March 2026

- Built a real-time observability platform monitoring 70+ pipelines across 7 countries, integrated into the existing production stack.
- Owned the full system end-to-end: data modelling, backend monitoring, React dashboard, and Slack alerting.
- Shipped in 2 weekends with 90% of the codebase written using AI agentic coding workflows.
- Cut incident detection time by 90%, from hours-long manual checks to automated Slack alerts firing within minutes of a pipeline failure.
- Proactively surfaced data leaks and pipeline failures before they reached end users.
- Technologies: TypeScript, React, AWS CloudWatch, Slack API, PostgreSQL, Claude Code.

MRP Dashboard

Sparkit • mrp.zineddine-khedri.com • November 2025 – March 2026

- Architected and shipped the company's core internal operations platform from scratch, scaling from a factory order tracker to a full control tower covering 5+ modules: orders, production, logistics, receipts, and creator management.
- Unified live data from 56 mills, 35 print houses, and 12 warehouses into a single real-time dashboard, replacing manual tracking.
- Boosted factory throughput by 60% by giving the ops team instant visibility into order status, production pipeline, and logistics network.
- Delivered solo in a fraction of the expected timeline using 90% AI agentic coding workflows, from initial scoping to production deployment.
- Technologies: Next.js, React, Supabase, Tailwind CSS, Claude Code.

High-Performance LaTeX Paper Renderer

ScienceStack • sciencestack.ai/paper/2404.02220v1 • April 2025 – June 2025

- Architected a virtual list renderer for LaTeX papers as recursive JSON trees, fixing memory leaks crashing browsers on 500+ page documents.
- Designed a tree-flattening algorithm converting nested section structures into typed block arrays (inline vs. block tokens), enabling efficient virtualization without losing semantic hierarchy.
- Built a progressive offscreen rendering strategy using React Fiber scheduling and idle callbacks to pre-compute block heights in the background, bootstrapping the first 20 visible blocks instantly.
- Committed measured DOM sizes into a persistent height map, making scroll position and rendering fully deterministic across papers.
- Achieved smooth rendering and near-zero memory footprint on 500+ page papers, replacing a naive full-render that caused browser crashes.
- Technologies: TypeScript, React, Virtual Render.

EDUCATION

Master of Engineering, Computer Science

École nationale Supérieure d'Informatique ESI • Algiers, Algeria • 2022

- Algeria's most selective engineering school, admission requires 17/20+ nationally. Ranked top 3 of the cohort for 3 consecutive years.

SKILLS

Frontend: TypeScript, React, Next.js, React Native (Expo), Vue.js, Nuxt.js, Tailwind CSS, Zustand, Redux, TanStack Query, Micro-frontends, Vite.
Backend: Node.js, Python, REST APIs, Distributed Systems, Microservices, AWS Serverless, PostgreSQL, Redis, Aurora, MongoDB, Laravel.
Cloud & Infrastructure: AWS (Lambda, S3, SQS, Aurora, ECR, ECS/Batch, CloudWatch), Kubernetes (EKS), Docker, Vercel, Sentry, System Design.
AI & LLM: LLM API Integration, Streaming Agents, AI-Powered Product Development, Claude Code.
DevOps & CI/CD: GitHub Actions, GitLab CI/CD, Automated Testing, Zero-Downtime Deployments.
Testing & Quality: Jest, Unit Testing, Integration Testing, TDD, Code Review, Regression Testing.
Leadership & Practices: Tech Lead, Team Lead, Full-Stack Architecture, Frontend Architecture, Agile/Scrum, Sprint Planning, Stakeholder Management, Technical Documentation, Observability, Performance Optimization, API Design.

LANGUAGES

English

Professional proficiency

French

Professional proficiency

Arabic

Native