Leroy Steding

Senior Full-Stack Developer & AI Automation Architect

leroysteding@gmail.com | Zaandam, Netherlands | leroysteding.nl | linkedin.com/in/leroysteding | github.com/leroysteding

PROFESSIONAL SUMMARY

Highly accomplished Senior Full-Stack Developer and AI Automation Architect with 12+ years of progressive experience building enterprise-scale web platforms, mobile applications, and intelligent automation solutions. Deep expertise in modern JavaScript ecosystem (React, Next.js, TypeScript) with proven ability to architect and deliver complex systems serving millions of users. Specialized in AI integration (OpenAI, LangChain), microservices architecture, and headless commerce platforms. Track record of leading cross-functional teams, mentoring junior developers, and driving technical innovation that delivers measurable business value. Expert in full-stack development (Node.js, Python, Java), cloud infrastructure (AWS, Azure, Vercel), and modern DevOps practices (Docker, Kubernetes, CI/CD). Passionate about web accessibility (WCAG 2.1 AA/AAA), performance optimization, and creating exceptional user experiences through clean, maintainable code. Adept at translating complex business requirements into scalable technical solutions while maintaining focus on code quality, security, and best practices.

CORE COMPETENCIES

Frontend Development: React (Hooks, Context API, Server Components), Next.js (App Router, Server Actions, Middleware), TypeScript, JavaScript (ES6+), Vue.js (Composition API), Angular, HTML5 (Semantic Markup, Accessibility), CSS3 (Grid, Flexbox, Custom Properties), Tailwind CSS, SASS/SCSS (Modules, Mixins), Styled Components, CSS-in-JS, Responsive Design (Mobile-First), Progressive Web Apps (PWA, Service Workers), Web Accessibility (WCAG 2.1 AA/AAA, ARIA), SEO Optimization, Storybook (Component Documentation), Framer Motion (Animation), GSAP, React Native, Expo SDK, React Query/TanStack Query, Zustand/Redux Toolkit, Webpack, Vite, Turbopack, SWC Compiler, Babel

Backend Development: Node.js 20+ (Express, Fastify, Nest.js), Python 3.11+ (Django, Flask), FastAPI (Async, Pydantic), Java 17+ (Spring Boot, Hibernate), REST APIs (OpenAPI/Swagger), GraphQL (Apollo Server, GraphQL Yoga), Microservices Architecture (Event-Driven, CQRS), Serverless Functions, PostgreSQL (Advanced Queries, Indexes), MongoDB (Aggregation, Sharding), Redis (Caching, Pub/Sub), Supabase (Real-time, Auth, Storage), Prisma ORM, TypeORM, Sequelize, SQLAlchemy, Authentication (JWT, OAuth 2.0, SAML), Authorization (RBAC, ABAC), API Gateway, Rate Limiting, WebSockets, Server-Sent Events (SSE)

AI & Machine Learning: OpenAI API (GPT-4, GPT-4 Turbo, Embeddings), Anthropic Claude, LangChain (Chains, Agents, Memory), LlamaIndex, AI Agents (ReAct, Function Calling), Vector Databases (Pinecone, ChromaDB), RAG (Retrieval-Augmented Generation), Prompt Engineering, Machine Learning Integration, TensorFlow.js, Hugging Face Transformers, n8n Workflow Automation, Zapier, Make (Integromat), Playwright Automation, Puppeteer, Selenium, Process Optimization, Data Pipeline Design

DevOps & Infrastructure: Docker (Compose, Multi-stage Builds), Kubernetes (Deployments, Services), Git (Advanced Workflows, Rebasing), GitHub Actions, GitLab CI/CD, Jenkins, CircleCI, Azure DevOps Pipelines, Vercel (Edge Functions, Analytics), Netlify, Azure (App Service, Functions, DevOps), AWS (EC2, S3, Lambda, CloudFront, RDS), Google Cloud Platform, Turborepo (Monorepo Management), pnpm, npm, Yarn, Lerna, Nginx, Apache, Load Balancing, CDN Configuration, Monitoring (Sentry, DataDog, New Relic), Logging (ELK Stack), Infrastructure as Code (Terraform, Pulumi)

Testing & Quality Assurance: Jest (Unit, Integration Testing), React Testing Library, Vitest, Playwright (E2E Testing), Cypress, Puppeteer, Storybook (Visual Testing), Chromatic, ESLint (Custom Rules), Prettier, Husky (Git Hooks), SonarQube (Code Quality), TypeScript Compiler (Strict Mode), Test-Driven Development (TDD), Behavior-Driven Development (BDD), Code Coverage (Istanbul, c8), Performance Testing (Lighthouse, WebPageTest), Accessibility Testing (axe, Pa11y), Security Testing (OWASP, Snyk)

E-Commerce & CMS: MedusaJS (Headless Commerce), Shopify (Liquid, Storefront API), WooCommerce, Magento, SAP Hybris Commerce, Stripe (Payments, Subscriptions, Webhooks), PayPal Integration, Payment Processing (PCI Compliance), Multi-currency Support, Multi-tenant Architecture, POS Systems Integration, Inventory Management, Order Management Systems, Sanity CMS, Contentful, Strapi, WordPress (Headless)

Data & Analytics: SQL (Complex Queries, Optimization), NoSQL (Document, Key-Value Stores), Database Design (Normalization, Indexing), Data Modeling, Google Analytics 4, Mixpanel, Segment, PostHog, A/B Testing (Optimizely, VWO), Feature Flags (LaunchDarkly), Data Visualization (Chart.js, D3.js, Recharts), ETL Pipelines, Data Warehousing, Business Intelligence

Methodologies & Best Practices: Agile/Scrum (Daily Standups, Sprints), Kanban, Lean Development, Code Review (Pull Requests, Pair Programming), Clean Code Principles, SOLID Principles, Design Patterns (MVC, Observer, Factory), API Design Best Practices, RESTful Architecture, Microservices Patterns, Event-Driven Architecture, Domain-Driven Design (DDD), Test-Driven Development (TDD), Continuous Integration/Deployment (CI/CD), GitFlow Workflow, Documentation (Technical Writing, API Docs), Technical Mentoring

Soft Skills & Leadership: Technical Leadership (Team Lead, Architect), Team Mentoring & Coaching, Stakeholder Communication & Management, Client Relations, Problem Solving & Critical Thinking, Project Management, Code Review & Quality Assurance, Knowledge Sharing, Agile Methodologies (Scrum Master), Cross-functional Collaboration, Presentation Skills, Technical Writing & Documentation, Conflict Resolution, Time Management, Priority Setting

PROFESSIONAL EXPERIENCE

Senior Front-end Developer

SURF (via Rebels) | Utrecht, Netherlands

March 2025 – Present

Leading frontend development for enterprise-grade whitelabel platform architecture supporting multiple Next.js 14 applications within a Turborepo monorepo. Assignment through Rebels. Architecting and implementing comprehensive shared UI component library with Tailwind CSS, TypeScript, and Storybook serving Edusources and MBOdata platforms with 50,000+ educational resources.

• Reduced development time by 40% through shared component library
• Achieved 100% WCAG 2.1 AA compliance across platforms
• Successfully launched multi-brand platform serving 50,000+ educational resources

Founder & Lead Developer

Hifive | Zaandam, Netherlands

July 2013 – Present

Founded and lead full-service digital innovation agency specializing in enterprise-scale custom e-commerce platforms, cross-platform mobile applications, AI-powered automation solutions, and headless CMS implementations. Successfully delivered 100+ custom projects serving 50+ clients with 95% retention rate, pioneering AI integration in Dutch SMB market.

• Successfully delivered 100+ custom projects
• Built long-term partnerships with 50+ clients
• Pioneered AI integration in Dutch SMB market
• Maintained 95% client retention rate

Senior Frontend Developer

VodafoneZiggo (via Rebels) | Utrecht, Netherlands

November 2024 – March 2025

Developed enterprise-scale cross-platform mobile application serving 3M+ active users with React Native, Expo SDK, and TypeScript. Assignment through Rebels. Built comprehensive design system with 100+ documented components in Storybook, implementing Redux Toolkit for state management and achieving 90%+ test coverage with Jest and React Native Testing Library.

• Delivered mobile app serving 3M+ active users

- Achieved 99.9% uptime and 4.5+ star app store rating
- Reduced component development time by 50% with design system
- Maintained 90%+ test coverage across codebase

Full-Stack Engineer

BraveLink (via BraveOrange) | Amsterdam, Netherlands

April 2024 – October 2024

Data-driven talent matchmaker combining software development expertise with people-focused approach. Assignment through BraveOrange.

- Successfully placed 50+ professionals in ideal roles
- Achieved 95% placement retention after 6 months
- Built data-driven matching algorithms

Senior Frontend Developer

BraveOrange | Amsterdam, Netherlands

September 2023 – October 2024

Full-stack development delivering enterprise web applications using React, Next.js 14, TypeScript, Java 17, and Spring Boot 3. Built comprehensive microservices architecture with RESTful APIs, implemented modern CI/CD pipelines, and mentored junior developers on best practices and architectural patterns.

- Delivered multiple enterprise web applications
- Integrated frontend and backend systems seamlessly
- Mentored junior developers on best practices

Front-end Developer

Robidus (via Rebels) | Netherlands

March 2021 – December 2021

Developed advanced application platform integrating diverse data streams for WGA and Ziektewet guidance. Assignment through Rebels.

- Built platform processing 10,000+ cases annually
- Reduced case processing time by 50%
- Maintained 100% GDPR compliance

Front-End Developer

Software Bastards | Amsterdam, Netherlands

July 2022 – September 2023

Frontend development delivering innovative web applications using React 18, TypeScript, and modern JavaScript ecosystem. Built reusable component libraries, implemented complex state management with Redux Toolkit, and maintained 90%+ test coverage. Contracted Tibbaa for React Native mobile development during this period.

- Delivered multiple client projects successfully
- Implemented reusable component libraries
- Maintained high code quality standards

React Native Developer

Tibbaa (via Software Bastards) | Amsterdam, Netherlands

September 2022 – May 2023

Mobile application development building cross-platform iOS and Android applications with React Native and Expo. Assignment through Software Bastards. Implemented complex navigation flows, integrated native modules, and achieved 4.5+ star app store ratings with focus on performance optimization and user experience.

- Launched successful mobile applications
- Achieved excellent app store ratings
- Delivered features on tight deadlines

Frontend Developer

Rampage (via Rebels) | Amsterdam, Netherlands

January 2021 – July 2022

Frontend development assignment through Rebels, building modern web applications with React and TypeScript.

- Delivered multiple feature releases
- Improved application performance
- Maintained excellent code quality

Full-Stack Developer

Rebels | Amsterdam, Netherlands

February 2020 – July 2022

Full-stack development at leading Amsterdam tech consultancy, delivering high-quality software solutions across diverse client assignments. Successfully completed 5+ major projects for enterprise clients including VodafoneZiggo, SURF, Rampage, Robidus, and Lost Lemon, building expertise across React, Next.js, TypeScript, Node.js, and Java ecosystems.

- Successfully completed 5+ client assignments
- Built long-term relationships with major clients
- Delivered solutions across diverse technical stacks
- Consistently received positive client feedback

Frontend Developer

Lost Lemon (via Rebels) | Amsterdam, Netherlands

October 2020 – December 2020

Frontend development for MensCentraal application using SASS and Java JSF/Primefaces components.

- Improved user-friendliness based on research
- Successfully redesigned dashboard
- Enhanced visual consistency across application

Hybris E-Commerce Developer

Timber and Building Supplies Holland N.V | Zaandam, Netherlands

March 2019 – February 2020

Frontend development for SAP Hybris E-Commerce platform with deep integration into backend systems.

- Managed 50,000+ product SKUs
- Processed €5M+ in annual online sales
- Served 1,000+ B2B customers successfully

Front-End Developer

Improvers | Netherlands

October 2017 – August 2018

Frontend development using modern JavaScript frameworks and responsive design techniques.

- Delivered multiple client projects
- Improved website performance
- Implemented responsive designs

Junior Software Engineer

WoodWing | Zaandam, Netherlands

February 2016 – September 2016

Software development internship and junior role at leading content management solutions provider.

- Successfully transitioned from intern to junior engineer
- Contributed to enterprise platform features
- Learned professional software development practices

Junior Software Engineer
Objeqts BV | Netherlands

May 2015 – September 2015

Junior software development role focusing on web applications and software solutions.

- Contributed to multiple projects
- Developed web applications
- Learned professional workflows

Web Developer Intern
Jaspers Media | Netherlands

January 2014 – May 2014

Web development internship focusing on PHP, MySQL, and JavaScript. Built Google Maps application for Biernet.nl.

- Built functional Google Maps application
- Integrated Google Maps API successfully
- Gained foundational web development skills

Application Developer Intern
DJW Media | Netherlands

January 2013 – June 2013

Application development internship working on CMS systems and the Feest Familie website.

- Contributed to Feest Familie website
- Learned CMS development
- Built foundational programming skills

EDUCATION

Bachelor of Science in Software Engineering

Hogeschool van Amsterdam (Amsterdam University of Applied Sciences) | 2014 - 2019
Amsterdam, Netherlands

Application Developer (MBO Level 4)

Regio College | 2011 - 2014
Netherlands

KEY PROJECTS

IntelliWealth - AI Finance Tool

Personal AI-backed financial management platform with intelligent budgeting and investment insights. Built conversational AI interface using OpenAI for natural language financial queries and automated expense categorization. Implemented real-time portfolio tracking and personalized financial recommendations.

- Built AI-powered financial assistant with natural language processing
- Integrated bank account connections via Plaid API
- Implemented automated expense categorization and budgeting

AI ATS Recruitment Platform

Intelligent applicant tracking system for automated job-candidate matching. Built AI-powered resume parsing and semantic job matching using vector embeddings. Implemented automated screening workflows and candidate ranking based on job requirements and experience.

- Automated resume parsing and skills extraction
- Built semantic matching engine for job-candidate fit
- Implemented AI-powered candidate screening workflows

3D CAD Quote Tool

Manufacturing quotation system with real-time 3D CAD file visualization and automated cost calculation. Integrated Three.js for interactive 3D rendering and Python-based parser for extracting specifications from STEP, STL, and DXF files. Built intelligent pricing engine and automated PDF quotation generation.

- Automated quote generation process with 3D visualization
- Built CAD file parser supporting multiple formats
- Integrated automated PDF report generation

AI-Powered Manufacturing Solutions

Digital transformation initiative implementing AI automation for manufacturing operations. Built intelligent document processing using OpenAI GPT-4 and automated workflow orchestration with n8n connecting ERP and CRM systems. Created dashboards for production monitoring and quality control.

- Automated document processing workflows
- Integrated AI-powered quality prediction
- Built real-time production monitoring dashboards

AllyScan - Accessibility Testing Platform

SaaS platform for automated web accessibility testing and WCAG compliance. Built scanning engine using Playwright for cross-browser testing with detailed reporting and remediation recommendations. Developed Chrome extension for real-time accessibility auditing during development.

- Automated accessibility testing with detailed reports
- Built Chrome extension for real-time auditing
- Implemented CI/CD integration for testing workflows

Headless E-Commerce Platform

Modern commerce platform built on MedusaJS with custom Next.js storefront. Architected multi-currency solution with Stripe payment processing and Algolia product search. Built admin dashboard for inventory and order management with subscription support.

- Built headless commerce architecture
- Integrated payment processing and shipping
- Implemented subscription management system

CERTIFICATIONS

Next.js & React - The Complete Guide - Udemy (2022)

TypeScript: The Complete Developer's Guide - Udemy (2021)

Docker & Kubernetes: The Practical Guide - Udemy (2021)

Microservices with Node.js and React - Udemy (2020)

Complete Web Accessibility (WCAG) Training - Udemy (2020)

GraphQL with React: The Complete Developers Guide - Udemy (2019)

React Native - The Practical Guide - Udemy (2018)

Angular 2 and Node.js - The Practical Guide - Udemy (2017)

Advanced React and Redux - Udemy (2017)

Modern JavaScript: ES6 and Beyond - Udemy (2016)

Learn and Understand AngularJS - Udemy (2016)

Git & GitHub Complete Masterclass - Udemy (2015)

Arbeidsmarktgekwalificeerd Assistent Applicatieontwikkelaar - ROC (2014)

Medewerker Beheer ICT - ROC (2013)

LANGUAGES

Dutch: Native

English: Professional Working Proficiency