

## Danijel Dedic

Senior Software Engineer / Full Stack Developer

Languages: English (fluent), German (good), Croatian (native)  
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Github: [github.com/ddedic](https://github.com/ddedic)



## Technical skills

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### Backend

Solid knowledge of other frameworks such as NestJS, NextJS, Express, Koa or Laravel and Symfony. Thorough understanding of building maintainable, scalable applications using modern tools and approaches. Solid experience in NodeJS, Postgres, MySQL, MongoDB, Redis, REST API, OAuth, Apollo GraphQL etc

### Frontend

Experience using React, React Native, Next.js, Vite, AngularJS, GraphQL, Redux, React Hook Form, Zod, Yup, OAuth, code generators, etc

### Mobile

Vast experience in React, React Native, Expo, Redux, Redux-Saga, Apollo Client, GraphQL in general, Ionic, Cordova and similar technologies used in cross platform development.

### Dev-ops

Amazon AWS, GCP and recently Cloudflare. Moderate experience with Kubernetes, Terraform, bare VPS management and other related dev-ops operations. Experience working with both larger monorepos or smaller projects. CI/CD pipelines (github, bitbucket, other).

## Experience

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01/2025 – Present

### MediaMarktSaturn Technology

*Tech Lead / Senior Software Engineer*

- *Active part of Development, ensured platform standards in product development, supports PO with tech expertise*
- *Technical mentoring on a daily basis and tech feedback, tech discussion facilitation*
- *Contribution to platform and product strategy*
- *SPoC for solution design in the team*
- *In summary led a frontend team for an internal product supporting nearly €10B in annual revenue, used concurrently by thousands of users across 8+ countries and retail stores.*

05/2023 – 01/2025

### MediaMarktSaturn Technology

*Competency Lead / Senior Software Engineer*

- *Responsible for team, 1:1s, interviews, pr reviews, tech decisions and development at the same time*
- *Involved in restructuring, legacy migration process and long-term planning of the internal roadmap*
- *Re-factored and re-invented many of the core features*
- *Re-engineered internal build/deploy processes, built new internal tools to improve both user and developer experience*
- *Gradually improved general performance by 2x-5x times in certain areas to behave more responsible under heavy load (black week/Christmas period)*

11/2022 – 05/2023	<b>MediaMarktSaturn Technology</b> <i>Senior Software Engineer</i>
11/2021 – 11/2022	<b>MediaMarktSaturn Technology</b> <i>Experienced Software Engineer</i>
12/2020 – 11/2021	<b>styleflasher.new media</b> <i>Head of Technology</i> <ul style="list-style-type: none"> <li>• Mobile/Native development (React Native, Expo)</li> <li>• Evaluation and implementation of new technology tools</li> <li>• JS (Node, React, Vue.js), PHP (Laravel, Symfony)</li> <li>• E-commerce (Magento, Shopware, Saleor)</li> </ul>
01/2017 – 12/2020	<b>styleflasher.new media</b> <i>Full Stack Developer</i> <ul style="list-style-type: none"> <li>• Thousands of hours in React and React Native projects. Experience in both Redux and Apollo Client/GraphQL as state management tools and API interface. Vue.js, Vuex, Vue Router and other parts of Vue.js ecosystem, Ionic/Cordova, Angular 1.x, Redux, Laravel, REST, GraphQL, etc</li> </ul>
10/2015 – 01/2017	<b>styleflasher.new media</b> <i>Senior web developer</i> <ul style="list-style-type: none"> <li>• Magento 1/2, eZ Platform, Symfony, Laravel, ES6, Angular, React, React Native, Redux, Redux-Sagas and related technologies.</li> </ul>
01/2012 - 10/2015	<b>Technabit – development studio</b> <i>Co-founder / Software architect / Senior developer</i> <ul style="list-style-type: none"> <li>• Varied experience in all aspects of software development (requirement gathering, analysis, design, coding, testing, delivery, installation, configuration and maintenance).</li> </ul>
12/2012 – 09/2014	<b>Printheos - Specialized print industry e-commerce (startup)</b> <i>Co-founder / Lead developer</i> <ul style="list-style-type: none"> <li>• Overall startup winner of the Sarajevo Startup Weekend 2012</li> <li>• Designed core features, system architecture, restful api, SaaS model, backend data models, built photos and videos processing using Amazon S3, developed driver based design pattern allowing different storage / cache adapters</li> </ul>
02/2010 – 01/2012	<b>Comart d.o.o.</b> <i>PHP developer, contractor</i> <ul style="list-style-type: none"> <li>• PHP, MySQL, jQuery, custom built CMS-es, WordPress, Joomla, OpenCart, etc.</li> </ul>
05/2008 – 09/2008	<b>NTH Media d.o.o.</b> <i>Operations / Web development support / Summer job</i> <ul style="list-style-type: none"> <li>• Operations team, Linux (Ubuntu, CentOS, Debian) optimization, security upgrades and performance tuning.</li> <li>• In charge for internally developed platform Servicebox (sms, voice, bulk messaging, voting, mobile payments, etc)</li> </ul>
11/2007 – 02/2010	<b>Team Vazquez International S.L.</b> <i>PHP web developer</i>
02/2006 – 11/2007	<b>Rama-Werk d.o.o.</b> <i>VB6 Software developer / Network Administrator</i>
06/2005 – 02/2006	<b>Freelancer</b> <i>Software developer - VB6 / PHP</i>

## Education

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<b>&gt; 2010</b>	<b>Various online courses</b>
<b>10/2006-08/2009 (dropped)</b>	<b>Faculty of Information Technology</b> C++, .NET, IT security, Architecture, OS, Networks, Databases, Algorithms and Data Structures
<b>09/2002 - 06/2006</b>	<b>Catholic School Center, High School</b> Main subjects: Software development and network administration

## Various accomplishments

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<b>2014</b>	Won Enterprise Challenge Fund of the Embassy of Sweden, BiH. "Close to 300 micro and small enterprises, both from BiH and Sweden, applied to the challenge fund. Following a rigorous assessment procedure and evaluation, only nine companies, 3% of the applications, were selected to receive grant. Technabit (Printheos) submitted a project proposal presenting innovative and commercially viable business venture."
<b>2013</b>	Attended blackbox.vc for 2 weeks in San Francisco/Atherton/Palo Alto/ Silicon Valley - USA. Designed to immerse founders in the startup culture, to learn from other successful entrepreneurs, connect with potential partners and investors, forge valuable business relationships, and receive expert advice from venture capitalists
<b>2012</b>	Printheos (startup) team leader and 1 <sup>st</sup> place winner of the Startup Weekend Sarajevo 2012
<b>2008/2009</b>	At IMEX 2008 (Frankfurt) and EIBTM 2009 (Barcelona) IT lead for TVI S.L. (inventme.net) startup project
<b>2005</b>	Represented school on international IT fair "Schoolconnectivity" in Ohrid, Macedonia
<b>2004</b>	Got published full page 4.5/5 scored review of software for dvd rental companies in biggest offline IT magazine (Info) in the country.
<b>2004</b>	Won 2 <sup>nd</sup> place in web development contest on high school level in country

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