

# Mostafa Salloum

## Full-Stack Developer | Frontend Specialist | Solution Architect

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### PROFESSIONAL SUMMARY

Results-driven Full-Stack Developer and Solution Architect with a strong focus on frontend technologies, scalability, and innovation. Proven expertise in developing and optimizing scalable web applications, leading cross-functional teams, and implementing modern frontend solutions. Adept at designing and structuring efficient APIs, databases, and full-stack architectures that drive business growth. Passionate about problem-solving, research, and cutting-edge technologies. Experienced in performance optimization, memory-efficient mobile-friendly solutions, and AI-enhanced frontend experiences. Worked extensively with AR and VR technologies for immersive user experiences.

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### PROFESSIONAL EXPERIENCE

#### Head of 3D E-Commerce & Full-Stack Development | ModularCX, Beirut, Lebanon

March 2021 – Present

- Spearheaded full-stack development initiatives, leveraging React, Next.js, and AWS Amplify for dynamic web applications.
- Led the development of scalable, interactive frontend solutions optimized for performance, mobile devices, and user engagement.
- Built and optimized backend APIs and databases, ensuring robust, scalable architecture for enterprise clients.
- Set up CI/CD pipelines using AWS Amplify and GitHub Actions to streamline frontend deployments.
- Integrated GraphQL for efficient client-server data interaction.
- Customized Shopify themes and integrated storefronts.
- Created tools for 3D model conversion and compression, and image compression.
- Integrated OpenAI GPT for chatbots and dynamic UI/UX manipulation through AI function calling.
- Developed immersive AR/VR web experiences and 2D canvas image customization tools.
- Built secure file handling by encrypting files in chunks during frontend uploads.
- Applied computer vision to detect ears in images for virtual earring placement.
- Mentored junior developers and collaborated closely with designers and PMs to align technical and user experience goals.

#### Key Achievements:

Successfully scaled applications from MVP to full-featured solutions, optimizing performance.

Improved mobile performance and reduced memory usage across core projects.

Designed and executed scalable backend structures and API frameworks, enhancing data flow and user management.

Boosted engagement metrics through performance optimization, AI integration, and advanced user interaction techniques.

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## EDUCATION

**Lebanese International University — Beirut**

**B.S. Computer Science**

**SE Factory — Beirut, Lebanon | Cycle #10 Graduate**

**Intensive Full-Stack Development Program (Feb - June 2020)**

- Completed a 14-week full-stack bootcamp covering modern frontend/backend technologies.
  - Developed real-world applications using React.js, Firebase, React Native, Laravel (PHP), and Python.
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## TECHNICAL SKILLS

- **Frontend Development:** React, Next.js, ViteJS, TypeScript, JavaScript, HTML5, CSS3, TailwindCSS, React Router, Lazy Loading, Code Splitting
  - **Solution Architecture:** System design, scalability, feasibility analysis, product lifecycle management, multi-user role systems
  - **Backend & Database:** Node.js, Express.js, Firebase, MySQL, GraphQL, API design, architecture, secure file encryption, database structuring, MongoDB
  - **Cloud & Hosting:** AWS (S3, EC2, Amplify), frontend deployments with AWS Amplify
  - **Performance & Optimization:** Image compression, 3D model compression, mobile responsiveness, memory optimization, code refactoring, asset optimization, state management, data visualization
  - **AI & Immersive Tech:** OpenAI GPT integration, AR/VR (augmented and virtual reality), 2D canvas manipulation, computer vision (face detection), AI-assisted UX manipulation
  - **E-Commerce Integration:** Shopify theme customization and integration
  - **Project Management:** Agile methodologies, team leadership, mentoring, collaboration with designers/PMs
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## LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Basic)