Ismail Bentabet

Front-end focused full-stack engineer · Saida, Algeria (UTC+1 all year) · remote

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I build product front ends in React, Next.js, Vue and Nuxt, and the APIs behind them. Freelance and in-house since 2019, for teams in Germany, the Netherlands, France, Algeria and the US. Open to remote roles and contracts. On Upwork: 1,404 hours with 100% Job Success since 2019.

Experience

Founder, Site Sledge — Jan 2026 to now

Remote · GoHighLevel, Next.js, Prisma, OpenAI and Anthropic APIs, Cloudflare Pages, Python

- My own small business: websites and follow-up systems for contractors, sold as a monthly service.
- Built the launch tool behind it in Next.js: one press creates the GoHighLevel sub-account, writes the copy, makes the images, pushes it all to GoHighLevel and checks the result.
- Built a private planning app for the business (offers, outreach, sales pipeline, client tracker, SOPs) and a CSS and JS CDN on Cloudflare Pages that the GoHighLevel sites load from.
- Wrote a Python lead finder on the Google Places API that splits a city into a grid and lists small businesses by trade.
- Run the sales side myself too: cold calling, appointment setting and media buying.

Front-end developer, Merchwell — Jul 2025 to Jun 2026

United States, remote · Next.js, React, TypeScript, Tailwind CSS, TanStack Query, Sanity, Playwright

- Built the Next.js storefront for a branded-merch company: catalog, brand and product pages, cart and checkout, and a blog run from Sanity.
- Built the Pack Builder, a step-by-step flow where teams pick products and packaging and get a quote.

Sales and marketing specialist, Panturnal — Apr 2025 to Jan 2026

United Kingdom, remote · Sales, Digital marketing, Social media

- A contract role in sales and digital marketing: social media outreach and social media campaigns.

Front-end developer (React and Next.js), Maildroppa — Jan to Apr 2025

Germany, remote · Next.js, React, Tailwind CSS, Directus

- Built new marketing pages in Next.js and Tailwind for an email-marketing product for small businesses.
- Built a React email builder that lets marketers put campaigns together without code.
- Connected the pages to Directus, so the marketing team can edit content without a developer.

Founder and software engineer, Astrolean — Jan 2025 to Jun 2026

United States, remote · Software development, Project management

- A software venture I founded and built as its engineer.

Front-end developer (Vue and Nuxt), Monday Merch — Dec 2023 to Sep 2024

Rotterdam, remote · Vue, Nuxt, Pinia

- Rebuilt the e-commerce front end in Nuxt, with server rendering for faster first loads.
- Added lazy loading for images and caching for product data.
- Moved state to Pinia, so the product filters and sorting respond faster.

Full-stack engineer, Telecom Radio Professionnel — Jul 2022 to Dec 2023

France, remote · Laravel, Vue, Inertia, Tailwind CSS, Filament

- Built a Laravel and Vue dealer portal and the CMS behind it.
- Moved the front end to Inertia and Tailwind to make releases simpler.
- Tuned the API behind the portal for faster responses.

Front-end developer (Vue), SIG Service — May 2022 to Jan 2023

Algiers · Vue, Capacitor, GitLab CI/CD, Odoo

- Set up GitLab CI/CD, so each merge builds and deploys on its own.
- Built real-time stock updates, so shops see what a distributor has right now.
- Built a mobile CRM in Vue and Capacitor that syncs with Odoo.
- Worked on Acile, a B2B ordering app that links shops with their distributors, in Vue, Vuetify and Capacitor.

Co-founder, front-end focused full-stack engineer, Shortcut Jan 2020 to Dec 2023

Remote · Vue, Nuxt, NestJS

- Built the MVP in Vue, Nuxt and NestJS.
- Set up the team's agile routine: planning, reviews and a shared board.

Independent consultant, front-end focused full-stack engineer, Upwork Jan 2019 to Jan 2024

Remote · Vue, React, Angular, Next.js, Nuxt

- 1,400+ hours billed with a 100% Job Success score.
- Built Vue, React and Angular front ends for clients, mostly inside their existing teams and code.
- Made a reusable component library to start new client projects faster.

Selected projects

Merchwell storefront, Merchwell 2025 to 2026

The Next.js front end for a branded-merch company: catalog, brand and product pages, cart and checkout, and a blog run from Sanity.

Next.js, React, TypeScript, Tailwind CSS, TanStack Query, Sanity · merchwell.com

Monday Merch shop, Monday Merch 2023 to 2024

The Nuxt e-commerce front end for a merch company in Rotterdam: product listing, filters and quotes.

Vue, Nuxt, Pinia · mondaymerch.com/shop

Acile, SIG Service 2022

A B2B mobile app that links shops with their distributors so they can order stock, built at SIG Service.

Vue, Vuetify, Capacitor, Ionic, TypeScript · acile.app

Maildroppa, Maildroppa 2025

Email marketing for small businesses.

Next.js, React, Tailwind CSS, Directus · maildroppa.com

Screamer, my own project May to Aug 2023

A full social network: feed, stories, follows, bookmarks, trending, live chat with presence and real-time notifications.

.NET 7, ASP.NET Core, SignalR, SQL Server, Angular 16 · github.com/ismailbentabett/Screamer

Skills

Front end: TypeScript, React, Next.js, Vue, Nuxt, Pinia, Vuex, Angular, Tailwind CSS, Radix and shadcn/ui, Framer Motion.

Back end and data: Node.js, NestJS, Prisma, PostgreSQL, Laravel and PHP, Inertia, Filament, REST APIs, Firebase, Directus, Strapi, Odoo API, Python.

Mobile: React Native, Expo, Capacitor.

Tooling and practice: Git and GitLab CI/CD, Vercel, Vite, Playwright, Mocha, axe-core, Accessibility (WCAG), Core Web Vitals, OpenAI API, Anthropic API, Cloudflare Pages.

GoHighLevel and marketing: GoHighLevel, CRM automation, SMS and email follow-up, Zapier, n8n, Lead generation, Cold outreach, Cold calling, Appointment setting, Media buying, Meta ads, Social media marketing, Email marketing, WordPress, Shopify, Wix.

Education and certificates

Bachelor's degree in Computer Science, Université Dr Moulay Tahar de Saida Oct 2018 to Jan 2021

Graded Excellent. Member of Google Developers Group Saida, founding member of the STEAM Club, and presented projects on algorithms and web frameworks at university tech events.

Front-end development, Zero To Mastery Academy 2020

Front-end development, freeCodeCamp 2019

Zero To Mastery: Complete Angular Developer in 2025; Remix Bootcamp; C#/.NET Bootcamp: Full-Stack Web Development with ASP.NET Core and Blazor; Complete Vue Developer (Pinia, Vitest); TypeScript Bootcamp; JavaScript: The Advanced Concepts; WebAssembly: A Practical Guide.

freeCodeCamp: JavaScript Algorithms and Data Structures; Responsive Web Design; Front End Development Libraries; Data Visualization.

EF SET: EF SET English Certificate, 78/100 (C2 Proficient).

Languages: Arabic (native), English (native or bilingual), French (professional working).