JEAN GREEFF

Performance-Focused Senior Front-End Architect (Full Stack Capable)

Please see my portfolio here

ABOUT ME

Senior Front End Engineer and CMS Specialist (Full Stack Capable), with 8+ years industry experience building and maintaining custom solutions with cutting edge technology specialising in -

- Architecting progressive web & server side applications with Next.js
- Application performance and SEO optimisation
- UI/UX development and translation
- Test Driven Development and Type Safety architecture
- CMS Architecture & JavaScript Full-Stack Solutions

CERTIFICATIONS

2018 - 2019 • Build Front End Applications with React & Build Website from Scratch.
(CodeCademy Pro Intensive)
2022 • CSS for Javascript Developers (Instructor | Joshua Comeau)
2**022** • React Fundamentals, Advanced React Patterns, React Hooks, Testing React Apps, React Suspense, React Performance, Advanced React Hooks, Build an Epic React App, Testing Javascript
(Kent C. Dodds Tech LLC)
2022 • Protection of Personal Information Act (POPIA) Awareness Training
(Michalsons)
2023 • The Complete Strapi Course - with plugins and deployment
(Udemy)
2023 • Next.js By Example
(Udemy)
2024 - 2025 • Type Transformations | Type Generics | Advanced Patterns | Advanced React with Typescript
(Total Typescript.com by Matt Pocock)

EXPERIENCE

Aug 2026 - Present

New Media Labs **Freelance | Remote**

- Same duties as below

March 2022 - June 2026

New Media Labs **Full time | Remote**

Front End Architecture & Development

- *Architected full-stack solutions (Next.js, headless CMS, CI/CD) and SDK integrations for payments, auth, and AI services, acting as primary architect for client projects.*
- *Built secure API integrations (REST/GraphQL), authentication layers, and headless CMS systems (Strapi/Payload) while driving SEO and Core Web Vitals optimization to 100% Lighthouse scores.*
- *Upholding quality by enforcing Test-Driven Development (TDD) with unit/e2e/visual regression testing, modular type-safe code, and dependency/package ecosystem migrations.*
- *Developed internal fintech SaaS prototypes, including an investment management portal with Large Language Model features.*
- *Led quarterly knowledge-sharing sessions and provided on-call support/guidance to development teams.*
- *Configured MCP (Model Context Protocol) servers to integrate AI-assisted tooling directly into development environments, streamlining code generation, test scaffolding, and debugging workflows.*

Performance & Quality

- *Audit/optimise asset delivery, animations, data delivery (caching) and cross-device responsive layouts.*
- *Document UI library with Storybook as an integrated CI process (extends testing and visual regression).*
- *Contributed to CI/CD and release pipelines*

Client & Process Management

- *Consult clients, demo deliverables, architect and pitch solutions voluntarily.*
- *Research/groom requirements, translate designs and business logic into scalable production code.*
- *Work agile across multiple projects, attend stand-ups, monthly retrospectives and review Pull Requests.*

Jan 2021 - Feb 2022

Dotmodus (Cloudsmiths) **Full time | Remote**

Full-Stack Development & Architecture

- *Developed custom responsive applications from design specs, contributing to feature design*
- *Architected reusable components/modules, state management (Redux/Sagas), and Node dependency trees*
- *Built Django backends: API views, models, Jinja templates, and unit tests*

Performance & Integration

- *Integrated APIs and optimized application performance*
- *Implemented routing and authentication solutions*

Code Quality & Collaboration

- *Enforced high standards: wrote clean, modular, type-safe code with unit/integration tests*
- *Conducted peer PR reviews and maintenance*
- *Practiced test-driven development (TDD), writing unit and integration tests for robust, maintainable code.*

2018 - 2020

Deep Learning IndabaX, Redbear Studios, IMGN Technologies, DivisionMax Consulting, Rousant international and more.

Front-End Developer | Freelance

- *Developed responsive, cross-device compatible websites and React applications from Figma designs.*
- *Integrated third-party APIs, implemented routing and authentication, and maintained state management (Redux).*
- *Practiced test-driven development (TDD) with unit/integration testing for robust, maintainable code.*
- *- Consulted directly with clients throughout the full project lifecycle.*

CORE EXPERTISE

Frontend Development

HTML5 ★★★★★

CSS|SCSS ★★★★★

React.js ★★★★★

Programming Languages

Typescript ★★★★★

Javascript ★★★★★

Full Stack Development

Next.js ★★★★★

Astro ★★★

FAMILIAR WITH

Docker

Graphql

Testing & QA

Cypress ★★★★

React Testing Library ★★★★

Jest ★★★★

Chromatic ★★★★

Storybook ★★★★

Playwright ★★★★

Backend ★★★

Next.js+Payload ★★★★

Strapi.js

Version Control & DevOps

Azure DevOps ★★★

Git / Github ★★★★

Performance & Debugging

React Developer Tools ★★★★

Google Developer Tools ★★★★

+27 62 162 6990 - greeffjean@gmail.com - https://github.com/greeffjean

BACKGROUND

I began my career in 2018 as a contractor, specializing in translating UI/UX designs into responsive, production-ready websites and React applications with integrated APIs.

In 2021, I transitioned to a remote corporate role at a Johannesburg-based software consultancy, where I learned to work across stacks. I contributed to end-to-end solutions using the Django framework and formally adopted Test-Driven Development (TDD).

I joined New Media Labs in 2022 as a Remote Intermediate Front-End Developer and rapidly advanced by specialising in high-impact areas: SEO, application performance optimisation, Next.js server-side rendering, caching, and Headless CMS architecture. Through dedicated skills development and hands-on application, I progressed into a senior role, focusing on front-end architecture, Test Driven Development and full-stack solutions.

In this capacity, I operate as a key contributor to product architecture. I proactively identify performance bottlenecks and strategic opportunities, which led me to pitch and secure client buy-in for targeted SEO and performance campaigns. This experience has honed not only my technical expertise but also my business acumen and client-facing skills.

REFFERENCES

Justin Slack - Head of Front End - New Media Labs
justin@nml.co.za

Jabolani Madzivadondo - Senior Full Stack Developer - Dotmodus (Cloudsmiths)
jjaybeedzivas@gmail.com

Micheal Botes - Senior Front End Developer - *Team Lead - Dotmodus*
michaelbotes21@gmail.com

Gavin Wiener - Senior Python Developer - Division-max CEO
gavin@divisionmax.com

Chris Proudfoot - Sales and Trade Director - Rousant International
chris@rousant.co.za

Ian Loubser - Senior Software Engineer - ReadBear Studios
loubser.ian@gmail.com

Avishkar Bhoopchand - Senior Research Engineer - Deep Learning IndabaX
avi@avi-net.co.za

PROFILES

Github Personal
Github Work
Linked-in
NPM Profile