

Mohammad Kanaan

SOFTWARE ENGINEER

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PROFILE

Full-stack Software Engineer with 4+ years of experience building and scaling production e-commerce platforms. Specialized in high-performance frontends with Next.js, React, and TypeScript, backed by Laravel and headless Magento commerce APIs. Proven track record delivering localized (Arabic/English, RTL) shopping experiences, payment and search integrations, and marketing/analytics infrastructure.

EXPERIENCE

Software Engineer — Media World Feb 2025 – Present · Amman, Jordan

- Revamped and maintain a large-scale headless e-commerce storefront using Next.js, React, and TypeScript, improving performance, scalability, and customer experience.
- Delivered a fully localized Arabic/English experience with complete RTL support across profiles, collections, product pages, cart, and checkout.
- Built and optimized core commerce journeys: product listing/detail pages, cart, guest and customer checkout, promotions, loyalty points, wallet, and referral flows.
- Integrated a headless Magento backend for catalog, pricing, inventory, promotions, sessions, cart, and checkout APIs, plus Algolia for fast search, autocomplete, and filtering.
- Integrated payment gateways (HyperPay, Zain Cash) and marketing/analytics tooling: MoEngage CRM, Google Tag Manager, Meta & TikTok Pixels, and Adjust attribution.
- Managed edge delivery and deployments on Vercel and Cloudflare (CDN caching, R2 storage) and improved technical SEO through structured data, metadata, and sitemap handling.

Full Stack Developer — Tip n' Tag Jan 2024 – Mar 2025 · Amman, Jordan

- Developed customer-facing and operational e-commerce features using Laravel, Blade, React.js, and REST APIs.
- Built and maintained role-based dashboards for administrators, business owners, and delivery staff, plus financial reporting dashboards for revenue and transaction visibility.
- Implemented backend business logic and new integrations, improving operational efficiency, maintainability, and overall system performance.

Full Stack Developer Intern — Al Bawaba Aug 2023 – Jan 2024 · Amman, Jordan

- Built a complete inventory/warehouse management system end-to-end with Next.js and Laravel, covering frontend interfaces, backend APIs, and database operations.
- Implemented user authentication, real-time data updates, and core inventory workflows independently.

.NET Trainee — The Hope International Feb 2023 – May 2023

- Trained in ASP.NET Core MVC, C# (Essentials & OOP), SQL Server database design, and web fundamentals (HTML, CSS, JS, Bootstrap).

PROJECTS

Jadwel — University Registration System (Graduation Project) React.js

- Team-built system that streamlines semester course registration for students and department heads, with AI-assisted schedule suggestions and analytics.
- Built the web frontend with React.js, integrating with the team's REST APIs.

ContactsHub — Full-Stack Contact Management App React · REST APIs

- Full-stack application for managing contacts, using APIs to connect frontend and backend components.

Problem Solving — Algorithms & OOP

C++ · C# · JavaScript

- Ongoing collection of algorithmic and OOP solutions (Codewars & custom projects) to sharpen data-structure and problem-solving skills.

EDUCATION

M.Sc., Artificial Intelligence — Yarmouk University

2024 · Paused · Irbid, Jordan

Focus on machine learning and neural networks.

B.Sc., Software Engineering — Jordan University of Science & Technology

2019 – 2023 · Irbid, Jordan

Strong foundation in software architecture, web development, and design & deployment.

TECHNICAL SKILLS

Languages	JavaScript, TypeScript, PHP, C#, C++, Java, SQL
Frontend	Next.js, React.js, HTML, CSS, RTL/i18n, state management, responsive UI
Backend	Laravel, Blade, ASP.NET Core MVC, REST APIs
Commerce	Headless Magento, Algolia, HyperPay, Zain Cash, promotions & loyalty
Cloud & DevOps	Vercel, Cloudflare (CDN, R2), Git & GitHub, CI/CD workflows
Analytics & SEO	Google Tag Manager, Meta Pixel, TikTok Pixel, Adjust, MoEngage, GSC, technical SEO
Databases	MySQL, SQL Server

LANGUAGES & ADDITIONAL

Arabic — Native

English — Professional (TOEFL)