

BENJAMIN VELIC

Senior Full Stack Developer

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SUMMARY

Senior Full Stack Developer with 9 years of experience building and scaling a production SaaS platform used by 159,000+ e-commerce businesses. Specialized in React, Next.js and TypeScript on the frontend, with .NET Core and Node.js on the backend. Led the full migration of a legacy C# MVC application to a modern React and Next.js architecture. Self-taught, promoted from Junior to Senior.

SKILLS

Programming TypeScript, JavaScript (ES6+), C#, HTML, CSS, SQL

Frontend React, Next.js (App Router, SSR/ISR, Server Components), React Native, Electron, Redux, Zustand, TanStack Query, Tailwind CSS, styled-components

Backend .NET Core, C# (MVC), Node.js, REST API design, Authentication & Authorization

Databases MS SQL Server, MongoDB, Prisma ORM

Infrastructure IIS / Windows Server deployment, VPS administration, PM2, Git

Tools Figma (design handoff), Claude Code / AI-assisted development

Practices Performance optimization, legacy system migration, frontend architecture, SaaS product development

Languages English — Fluent | Bosnian — Native

PROFESSIONAL EXPERIENCE

ZIK Analytics — zikanalytics.com

2017 – 2026

eBay & Amazon market research SaaS trusted by 159,000+ e-commerce sellers

Senior Full Stack Developer

2022 – 2026

- Led the migration of a legacy C# MVC monolith to a modern architecture — React for the core application, Next.js for marketing and SEO pages, and .NET Core for backend APIs — delivered without disrupting service for a 159,000+ user base
- Owned frontend architecture across the platform, establishing patterns for state management, data fetching and component structure that kept the codebase maintainable as the product grew
- Introduced TypeScript to the React codebase, reducing a recurring class of runtime errors in production
- Built the frontend for an AI agent chat feature, handling streamed responses, conversation state and error handling
- Improved application performance through rendering strategy, bundle size reduction and query optimization, cutting page load and API response times across the platform
- Deployed and maintained applications on Windows Server / IIS with PM2, handling releases and production troubleshooting

Junior → Mid-Level Developer

2017 – 2022

- Joined as a junior developer during the early-stage startup phase and grew with the product as it scaled; promoted to mid-level in 2019 after moving to independently owning full features end to end, from database schema through to UI

Electronic Kuna — Freelance Full Stack Developer

2025 – 2026

- Delivered an internal business management system as a solo contractor: React Native mobile app, Electron desktop app and a Node.js REST API sharing one backend. Owned the engagement end to end, working directly with the client from requirements through to delivery

PROJECTS

QRbook — qrbook.app

Solo project

- SaaS for restaurants: QR digital menus with real-time updates, view analytics and shareable pages, plus a QR memorials product line. Built end to end with Next.js, TypeScript and Prisma — auth, subscription tiers and SEO pages

Poslovno.ba — poslovno.ba

Solo project

- B2B/B2C platform built on a registry of 390,000+ companies across Bosnia, Croatia and Germany: verified directory, reviews, marketplace and a public API. Designed the data model, ingestion, search and verification flows, and the frontend