

IDIR IBOUCHICHENE

Principal Software Developer | Leading eCommerce Front-End Solutions

eCommerce | Front-End | Python | AI | Mobile | Fast learner | Creative thinker | Energetic | Deadline led

Driving License - Fribourg (1700) Switzerland

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With over 15 years of experience in IT consulting and development, I specialize in front-end development with a focus on headless CMS and eCommerce platforms. Currently serving as Front-End Architect at Richemont, I contribute to building innovative global solutions for luxury goods companies.

My expertise in web, mobile, and game application development, alongside skills in test automation and team collaboration, enables me to deliver impactful results for B2B clients. I am dedicated to utilizing technology to meet diverse business needs and foster growth.

EXPERIENCES

AEM Front-End Lead Developer

Richemont International - Since June 2022 - Consultant - Meyrin - Switzerland

- In "Store Front Accelerators" team, leading Front-End team (Switzerland, Poland and India)
- Refactored the existing payment drop-in integration (Adyen and others), consolidated multiple providers into a single Vue 3 + Vite implementation under a tight deadline
  → Delivered significant performance gains, reduced technical debt, and cut **production build size by 8x**
  → Eliminated the need to maintain multiple payment libraries in checkout flows
- Led AEM Checkout Improvement initiative: built a new standalone SPA checkout from scratch using modern stack (Vite, React) and best practices (lazy loading, testing). Collaborated with two backend developers. Project paused after several months due to budget constraints
- Drove cross-team development and project management for checkout features.
  → Integrated Adyen payment solution for the North America region
- Reduced technical debt by updating all dependencies, overhauling the frontend build process, and decommissioning outdated libraries
- Built a reusable "drop-in" checkout form for the Middle East market via Checkout.com integration, enabling seamless use across any frontend client
- Developed a lightweight standalone Search component with no frameworks or external libraries and minimal backend interaction. Initially delivered as a prototype; promoted to full epic and shipped to production
- Provided technical support to the Frontend team and brand Maisons
  → Supported Ops tasks including CI/CD pipelines, debugging, and deployments
- Developed Single Sign-On (SSO) solution for AEM 6.5 integration with Alokai, ensuring full compatibility even on Apple devices
- Integrated Montblanc brand site on AEM 6.5
- Developed a Proof of Concept (PoC) for Cartier integration with Alokai.

EDUCATION

[Master's Degree] Game Design and Programming (Web Mobile Game)

HIGH INSTITUTE OF DIGITAL ART

2012

This formation is designed to form students to programming and game design based on an oriented "Projects" pedagogy. Students perform a video game dice their first week of classes and continue to create, throughout their schooling, very different games (mobile MMO, PC / Mac, console) games.

More info: https://www.isart.fr/formations/jeu-video/game-design-programming/

SKILLS

Development

- HTML5 (WebSockets, REST APIs, Geolocation, ...) ★★★★½
- CSS3 (SASS, LESS) ★★★★★
- JavaScript (VueJS, React, Next, Angular, Ember, jQuery, Node, Backbone, Leaflet, jQuery, Prototype, ...) ★★★★½
- Python, LangChain
- Java for Android ★★★☆☆
- Unity3D ★★★☆☆
- PHP/MySQL ★★★★☆
- Ruby, Ruby on Rails ★★☆☆☆
- UX ★★★☆☆
- ActionScript ★★★½☆

- Gained proficiency in Robot Framework (Python-based automated testing).
- Technologies: Vite, Vue 3, React, Redux, emotion, cypress, nx, jest, webpack5, Adobe Experience Manager (AEM 6.5), Alokai, Robot Test Framework

Principal AEM Front-End Developer & Ops

Richemont International - August 2021 to May 2022 - Consultant - Meyrin - Switzerland

- Solving issues raised by the PenTest team
- Adaptation of Boutique Appointment to the Japanese market (full name in kanji)
- New feature for Store Locator component: distinction between *service center* and *retailers* for Baume et Mercier
- Ongoing support for the integration of Van Cleef & Arpels (Paris + Gurugram)
- Support for Panerai (Milan + Gurugram): algorithm writing for their StoreLocator and integration
- Integration of a new Maison on AEM 6 with Vue: Vacheron Constantin
- Various fixes impacting all Maisons
- Self-training on Ops
- Acting Ops:
  - Release manager of all CMS-related projects
  - Management of hotfixes build in PROD
- Tools: AEM 6.5 (Adobe Experience Manager), Git, yarn, webpack, Jira, zsh, maven, jenkins
  Languages: VueJS, SASS, LESS, ES6 and +, HTL, groovyscript

Principal AEM Front-End Developer

Richemont International - January 2019 to July 2021 - Consultant - Versoix - Switzerland

- In "CMS" team, Front-End development of a homemade eCommerce CMS for the different Richemont Maisons:
  - Baume and Mercier
  - Montblanc
  - Cartier
  - IWC
  - Van Cleef & Arpels
  - Vacheron Constantin
  - Piaget
  - Panerai
  - Jaeger Lecoultre
- QA team support for test definition and execution
- Lead and Training of a Front-End team in India (outsourcing)
- Proposal, documentation, communication of good practices, methodologies and tools, open source culture
- Needs and risks analysis
- Specific development for the Chinese market via Tencent technologies
- Development of a flexible login page using 3 different login types :
  - Email with password
  - Phone number with OTP
  - Phone number with password
- Development of an internal order emulation tool on the internal API (REST) for SIT/UAT (System Integration Test/User Acceptance Test) by integrating a user-friendly interface for users instead of POSTMAN
- Development of a video player taking into account the available bandwidth and the media used by the user to adjust the video format and quality. Using MovingImage as a host.
- Development of a boutique appointment SPA integrated into our CMS running AEM with VueJS 2

System Administration / Ops

- Linux, BSD, macOS
- Apache, nginx
- Jenkins

Methodology/Tool/Tests

- Scrum, Agile, GitFlow
- Git, SVN
- Jira
- Gulp, Grunt, Brunch, Webpack
- Jasmine, Jest, Chai, Enzyme
- Robot Test Framework

Language

- English
- French
- German
- Japanese
- Tamaziɣt

IA | ChatLLM, DeepAgen

- MVP deployment
- Data analysis
- Development of UI integrated with AI agent (React + Python).

Video game

- Game Design
- Level Design
- Unity3D
- HTML5 Game Software
- Flare3D

Graphics

- Illustrator
- Photoshop
- TellWatch

INTERESTS

Development

- Game/Level design, coding, exploit new tech
- Independent project or in team

Personal Development

- Napoléon Hill
- Robert Kiyosaki
- Dale Carnegie

Music

Guitar, bass guitar

- Support to Maisons for the integration of new functionalities
- Analysis and factorization of the "StoreLocator" component to improve its performance:
  - DOM manipulation was reduced by 60%
  - Buffering of JSON data received from the backend
  - Reduced resource-consuming library usage on *legacy* code by 90%
  - Optimization of the use of methods linked to the Maps API (Google/Baidu)
  - Loading time divided by 8
- Development and integration of the 3D Secure v2 update via Adyen on the checkout of all Houses and implementation of security rules related to payment methods
- - Tools: AEM 6.5 (Adobe Experience Manager), Git, yarn, webpack, Jira, zsh, maven, jenkins
  - Languages: VueJS, SASS, LESS, ES6 and +, HTL
  - Training done: Adobe training in Basel for a week on AEM

IT Consultant & Founder

IFEDH - Since July 2018 - Consultant - Tallinn - Estonia

- B2B consulting services on site or remotely
- Creating web, mobile and game application
- Support, trainings and advices
- Test automation
- Team of freelances in order to meet the demand

Performance & Innovation Specialist (International eBusiness Senior Consultant)

Nestlé Nespresso - February 2018 to July 2018 - Consultant - Lausanne - Switzerland

- After being in the digital service units (DSU) for the e-commerce site of Nespresso, I've joined the eBusiness teams
- Upon my arrival I immediately ramped up and put to use my skills:
  - By providing an integrated documentation by myself on the internal API
  - Preparing a presentation of all divisions of the DSU
- For internal purposes, I've started developing a dashboard web application in Ruby on Rails where information such as real-time visitor feed, social network data (fans, followers), open tickets and more are broadcast on all large screens of open space to business teams for needs and help reaching their goals
- My long-term goal in this new challenge is to improve the team's performance, to always work pragmatically and to be a lead in terms of innovation in several ways:
  - automate the maximum process by creating development tools
  - set up automated unit tests
  - make technological watch and quickly integrate discoveries made in internal applications if their usefulness is justified- transfer knowledge among the other members of the team, most of them seniors, in order to have a homogeneity of skills especially in terms of new technologies
- The other side of this new challenge is to develop new transverse skills, in addition to the current ones, and quickly put into execution. For this, I am accompanied to build skills in areas such as marketing and communication

Currency, finance and real economy

- Training in finance: the stock market and its environment
  - The stock market, its actors and the financing of the economy
  - Financial instruments
  - Stock market transactions
  - The organization and operation of the stock exchange
  - Securities taxation
- Impact investing
- Private Equity
- Crypto
- CFD

- ▪Development of an iced coffee advertising campaign called "Chill Out Your Summer" for different markets on B2C and B2B sites by taking into account accessibility and responsive. In addition to these tasks, I personally took care of the animations
  > https://www.nespresso.com/lu/fr/chill-out-your-summer-limited-edition-coffee
- - Tools: GitLab, npm, webpack, zsh, gem, redmine, pingdom, macOS, debian, puma
  - Languages: VueJS, Ruby on Rails, ES6, TypeScript, React, antvis/G2, SASS, gsap

Senior Developer (Global eCommerce Consultant)

Nestlé Nespresso - June 2016 to February 2018 - Consultant - Lausanne - Switzerland

- In the Digital Service Units of Nespresso: I developed a web application using React and Redux
- Front-End development of the new loyalty system with Angular, D3 and Sketch
- Accessibility improvement in order to improve UX for assistive tools (JAWS, NVDA et VoiceOver)
- System Administration for internal purposes
- - Tools: Git, npm, webpack, Grunt, Jira, Sketch zsh
  - Languages: ES6, React, Redux, Jest, SASS, LESS, D3, shell, AngularJS
  - Graphic tool: Photoshop, Sketch

Lead Front-End Developer

Ministry of Public Contracts - March 2017 to April 2017 - Freelancer - Yaoundé - Cameroon

- Development of a web application, PoC then MVP, to manage public works
- - Tools: macOS, Git
  - Languages: HTML5, SASS, ES6

Lead Front-End Developer and Angular Trainer

Ministry of Economy, Planning and Regional Development - December 2016 to March 2017 - Freelancer - Yaoundé - Cameroon

- Trainer for part of the technical team in JavaScript, Angular, SASS, Responsive Design and Git
- Development of a web application for budget management on behalf of the ministry in Angular and Kendo UI
- - Tools: Linux, Git
  - Languages: HTML5, JavaScript, Angular, Kendo UI, SASS

CTO & Co-Founder

Premius - December 2015 to December 2020 - La Sarraz - Switzerland

- Research and Development on healthcare technologies and augmented reality via geolocation
- Creating mobile game prototype for iOS and Android by using integrated sensors
- - Tools: macOS, Linux, Git, xcode, Android Studio, Unity3D, ionic 3
  - Languages: ES6, C#, Python, Swift, Angular 5, PHP, ReactJS, react-native
  - Graphic tool: Photoshop, Sketch, Illustrator

Senior Developer

AiM Services - October 2015 to May 2016 - Full-time - Geneva - Switzerland

- Web application for a famous Swiss private bank :
  - Developing using AngularJS & Java
  - Cordova integration for iPad
  - UX/UI
  - Image editing Photoshop
- Developing an iPad Pro game for Emile Chouriet for a presentation in BaselWorld
- Developing e-banking ionic application for a French private bank
- TellWatch tester
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  - Tools: Linux, Git, SVN, Flare3D, TellWatch, Jira, gulp
  - Languages: HTML5, CSS3, JavaScript, Angular, ActionScript 2 & 3, AIR, Cordova, Java, SASS
  - Graphic tool: Photoshop, Illustrator

Front-End Developer

BugBuster - February 2015 to October 2015 - Full-time - Lausanne - Switzerland

- Developing new features for BugBuster test scenario Recorder Chrome extension in Angular
- Code maintenance and infrastructure, as well as effectuation of support tasks
- Writing technical reports and documentation
- Development of new features for a client account management admin panel for internal purposes
- Writing unit tests
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  - Tools: OS X, Linux, Git, Grunt
  - Languages: HTML5, CSS3, JavaScript, NodeJS, Angular, Ember, Jasmine, SASS

Freelance developer

Nestlé - January 2015 - Freelancer - Lausanne - Switzerland

- Developing a paint tool for new promotional campaign in HTML5 canvas
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  - Tools: OS X, Git
  - Languages: HTML5, CSS3, JavaScript (canvas)
- Graphic tool: Photoshop

Lead Front-End Developer

AYUDO - June 2012 to August 2014 - Full-time - Paris - France

- Developing an Android geolocation application for mobile tracking by sending alerts frame with phonegap (cordova)
  - Geolocation with mobile data
  - Geolocation with SMS (EDGE network and GPS)
- Front-End Development of a tracking manager (web application) already functional which processing frames received (via Internet, SMS or Satellite)
  - Fix known or discovered bugs
  - Integration of new features
- Development of a new version of tracking manager in AngularJS and Leaflet including ergonomics, styling of the new tracking manager, as well as these features, basic and future under the leadership of the CTO
- GSM settings of beacons and unit test
  - Unscrew / screw the device
  - Establishment of the battery and the SIM card

    - APNs settings and other services such as callback number or the behavior of the beacon with serial / USB cable or by SMS
- Developing a frame parser in Ruby
- R&D Development on new technologies for innovation
- - Tools: OS X, Linux, Git, Apache2, nginx, jenkins, puppet, FreeBSD, brunch, gulp
    - Languages: HTML5, CSS3, JavaScript, NodeJS, jQuery, Cordova, Ember, Angular, LeafletJS, Java, Ruby
- Graphic tools: Photoshop, Illustrator

Exhibitor



Nintendo - July 2012 to June 2014 - Part-time - France

Providing fun experience :)

Developer



50A - June 2011 to June 2012 - Cooperative Education Work - Paris, France - France

- Application development and website in HTML5 and PHP CMS integration (WordPress, Drupal, ...)
- Technical and network administration
- Redesign of some parts of the site 50a.fr agency and development of new features
- Other projects have been developed as a facebook application or an integration of the twitter API
- Full integration blog: Cuisine Attitude by Cyril Lignac http://cuisineattitude.com/leblog
- Web integration and new JS features for Total http://www.lubricants.total.com
- Website development and Wordpress integration http://myfavouritecoach.com and http://myfavouritecoach.com/leblog
- - Tools: Linux, Git, Apache2, nginx, WordPress
    - Languages: HTML5, CSS3, JavaScript, NodeJS, jQuery, MySQL, PHP, SOAP
- Graphic tools: Photoshop, Illustrator

Developer, System Engineer and Redactor



Nintendo Sphere - Since March 2016 - Volunteer Work - Switzerland

- Set up and system administration
- Writing articles
- - Tools: Linux, Git, Apache2, WordPress
    - Languages: HTML5, CSS3, JavaScript, jQuery, PHP

Main Organizer



JavaScript Romandie - Since 2015 - Volunteer Work - Switzerland

- Main Organizer
- Sometimes speaker
- Looking for sponsor and speaker

Developer and Exhibitor



Nintendo League - Since September 2010 - Volunteer Work - France

- Animation, tournament organization (Japan Expo, Paris Manga, International Game Festival ...)
- Development of new tools for the community or for the staffs
- Website development EmberJS:

    - This is my first project with some EmberJS reading doc
- SMF Forum integration and management
- System Administration of the Server:
    - Setting up a web environment
    - Maintenance
    - Update
- - Tools: Linux, Apache2, nginx
    - Languages: HTML5, CSS3, JavaScript, Ember, jQuery, MySQL, PHP

Front-End Developer



Joshfire - February 2011 to May 2011 - Internship - Paris - France

- Development, debug and optimization of a multimedia application of VOD for Smart TV
- - Tools: Linux, Git
    - Languages: HTML5, JavaScript, NodeJS, jQuery, Python