PROFESSIONAL PORTFOLIO

Passyah Raffi

Product-Focused Full-Stack Engineer | Technical Ownership & Product Delivery

Professional summary

I turn business challenges into scalable digital solutions across commerce, CRM, analytics, APIs, and automation — combining hands-on engineering with cross-functional collaboration and end-to-end delivery.

I bring a background in full-stack engineering, system integration, commerce technology, automation, and business systems. My approach connects business context with technical decisions and practical delivery.

Technical & product competencies

Product & delivery

Business requirements, workflow mapping, scope and trade-offs, iterative implementation, validation, and handover.

Full-stack engineering

TypeScript, JavaScript, React, Next.js, Vue, Nuxt, Laravel, Node.js, REST APIs, PostgreSQL, MySQL, and Supabase.

Commerce & integration

Shopify Liquid, custom storefront behavior, API integrations, automation, and internal business systems.

Collaboration & ownership

Connecting business context with technical decisions, clarifying requirements across functions, and making systems maintainable.

passyah11@gmail.com https://passyah-raffi.com LinkedIn / passyah-raffi GitHub / PassyahRaffi

LAUNCHED

Multi-Brand CRM & Loyalty

Customer data, membership, and loyalty workflows across a multi-brand commerce business.

Context & problem
Customer data and membership rules need to support a group-wide experience while preserving each brand's operational needs.

Contribution & ownership
Full-stack engineering, with a focus on business requirements, customer data, CRM workflows, integrations, and delivery.

Technical approach
Technical focus: structuring customer data and integrating CRM workflows across brand touchpoints.

Delivery & outcome
The platform has launched. Adoption, operational savings, and commercial impact have not been quantified for this portfolio.
Launch confirmed by the portfolio owner. No adoption or revenue metrics are published.

Technology: The project-specific stack is not yet documented publicly.

Full case study →

STATUS TO BE CONFIRMED

Marketplace API Data Integration & Analytics

Marketplace data extraction and reporting, with attention to ETL, data quality, and business KPI requirements.

Context & problem
Extracted marketplace data needs consistent definitions and quality checks before it can support reliable reporting.

Contribution & ownership
Engineering focus: API data extraction, ETL, data quality, and translating KPI requirements into reporting inputs.

Technical approach
Technical focus: marketplace APIs, extraction, transformation, and data quality checks before reporting.

Delivery & outcome
Business impact has not yet been verified for publication. This case study does not claim that all marketplaces are connected.
Connected marketplaces, delivery milestones, and completion are not yet confirmed publicly.

Technology: Scope includes marketplace APIs and ETL; implementation tools are not yet documented publicly.

Full case study →

STATUS TO BE CONFIRMED

AI-Assisted Recruitment System

Recruitment workflow automation supporting HR operations and applicant screening.

Context & problem
Manual screening and fragmented coordination create operational work around the recruitment process.

Contribution & ownership
Full-stack development and AI-assisted recruitment workflow automation, as recorded in the existing professional profile.

Technical approach
Technical focus: application workflows and AI-assisted automation around recruitment operations.

Delivery & outcome
The work targets reduced repetitive screening effort. No percentage reduction is published because a measurement baseline and method are not available.
Development is recorded in the existing professional profile; current rollout scope is not confirmed.

Technology: AI-assisted workflow automation; exact services and project stack are not yet documented publicly.

Full case study →

STATUS TO BE CONFIRMED

Custom Shopify Commerce Development

Custom storefront behavior, business logic, and integrations beyond standard Shopify templates.

Context & problem
Standard themes do not cover every UX, integration, or business-logic requirement.

Contribution & ownership
Frontend and Shopify development: theme customization, API integration, responsive UX, and page performance work.

Technical approach
Custom Liquid and JavaScript, reusable frontend components, and API integrations where the business workflow needs them.

Delivery & outcome
The work supports business-specific storefront functionality. Store counts, conversion gains, and performance improvements are not quantified here.
A selected body of commerce work, rather than one release. Individual release dates are not listed.

Technology: Shopify · Liquid · JavaScript · REST APIs

Full case study →

STATUS TO BE CONFIRMED

Internal Management System

A custom internal web application for business workflows, APIs, access management, and system integration.

Context & problem
Internal workflows need application-level coordination, access management, and connections between systems.

Contribution & ownership
Full-stack engineering focus: custom internal workflows, APIs, access management, and system integration.

Technical approach
Technical focus: a custom web application with APIs and access management around internal processes.

Delivery & outcome
The work addresses internal operational workflows. Usage and operational impact have not yet been verified for publication.

An internal project for LOGO DE CORPS. Module-level rollout has not been confirmed for publication.

Technology: Custom web application and APIs; the exact stack is not yet documented publicly.

Full case study →

Let’s discuss a role or project

For recruiters: full-stack engineering, technical ownership, cross-functional collaboration, and product delivery.

For clients: custom Shopify development, APIs, automation, system integration, and technical consulting.

passyah11@gmail.com https://passyah-raffi.com LinkedIn / passyah-raffi GitHub / PassyahRaffi