

# André Kipphard

Frontend Engineer · Full-Stack & Product Engineer

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## PROFILE

Frontend Engineer (Vue 3, Nuxt, TypeScript) with 7+ years of experience, from large-scale micro-frontends to full-stack products owned end-to-end. At Kaufland e-commerce having re-architected the homepage layout (personalisation & SSR rendering) and led a cross-team accessibility initiative. Runs an independent practice in parallel, building full-stack applications, commercial WordPress products, and a self-built ML SaaS platform.

## CORE SKILLS

**Frontend:** Vue 3, Nuxt, TypeScript, single-spa micro-frontends, React, SCSS

**Full-stack:** NestJS/Node, FastAPI (Python), PostgreSQL, REST & gRPC

**Quality & Performance:** SSR & Core Web Vitals, WCAG 2.2 accessibility, Playwright & Vitest, Optimizely A/B testing, Datadog

**CMS / E-commerce:** WordPress (theme & plugin development), WooCommerce, Shopify

## PROFESSIONAL EXPERIENCE

### Kaufland e-commerce — Frontend Engineer (Apr 2026 – Present), Junior Frontend Engineer (Oct 2023 – Apr 2026)

Remote · Full-time · 2 yrs 10 mos

- Re-architected the homepage into a server-driven, configurable layout system with full SSR prefetch and personalisation.
- Own homepage SSR reliability across ~37M weekly requests; redesigned timeout handling so a single slow dependency no longer fails the full page render, improving median TTFB by 34%.
- Diagnosed and resolved a 12-day SSR personalization regression, authoring the postmortem and adding an automated regression guard.
- Led a cross-team accessibility initiative (WCAG 2.2), coordinating ~5 engineers to deliver against an external deadline at ~99% completion.
- End-to-end frontend delivery of the Seasonal Deals Campaign, including a seller portal and campaign UX

### Kipphard — Independent Full-Stack & Product Engineer

Paderborn, Germany · Since 2019 (alongside full-time roles)

- Delivered 40+ freelance projects for clients in fintech, e-learning, and medical/beauty, including a Swiss crypto/banking platform (multi-language WordPress build) and a fully automated sales and affiliate backend for an e-learning platform.
- Built and published a line of WordPress/WooCommerce plugins (accessibility, GDPR, compliance) via [WordPress.org](https://WordPress.org) and Freemius, including an accessibility-audit tool with a paid tier.
- Designed and validated a full-stack sports-analytics ML SaaS product, including proprietary probability models, a data pipeline, and subscription billing.

### **hlpr — Web Developer / Head of Webdesign / Webdesigner**

Bielefeld, Germany · Oct 2019 – Oct 2023

- Progressed from intern to Head of Webdesign (leading a 5–7 person team) to Web Developer, deliberately shifting from page-builder to hand-coded development.
- Delivered custom WordPress themes and WooCommerce shops end-to-end for clients ranging from small businesses to large companies, owning requirements, build, and client communication.

## **EDUCATION**

Hochschule Hamm-Lippstadt — [B.Sc.](#) Applied Computer Science and Social Media, 2017–2021 (Grade: 2.2, German scale)

Universität Paderborn — Computer Science, 2014–2017

## **LANGUAGES**

German (native) · English (fluent)