# Filip Heinel

## Full-stack Developer


E-MAIL
filip@heinel.dev

WEBSITE
heinel.dev

LINKEDIN
linkedin.com/in/filip-heinel

GITHUB
github.com/Wilkrew

LOCATION
Stockholm


### TECH

**Languages**
TypeScript, JavaScript, PHP, SQL, Python

**Frontend**
React, Next.js, Remix, React Native (Expo), Redux/RTK, TanStack, Tailwind, Styled Components

**Backend and CMS**
Node.js, REST APIs, GraphQL, Payload CMS, Laravel, WordPress, Supabase, PostgreSQL, MySQL, OpenSearch

**Infra and CI/CD**
Terraform, Docker, GitHub Actions, Vercel, AWS, UpCloud, DigitalOcean, Git, Linux

**AI**
RAG and vector databases, agentic workflows, evals, MCP, Claude Code, Cursor, Claude plugins and skills, OpenAI API

**Other**
SEO, QA and testing (Jest), integrations, software architecture

### LANGUAGES

| | |
|---|---|
| Swedish | Native |
| English | Fluent |
| Polish | Basic |
| German | Basic |
| Japanese | Beginner |

### EDUCATION

**Technology Programme**
Österåkers gymnasium · 2016 – 2019

### PROFILE

Full-stack developer with five years of experience in TypeScript, React, Next.js and Node, most recently as a consultant for Affärsvärlden and Suntarbetsliv. A background in sales and leadership means I build with the business and, most importantly, the users in mind.

### EXPERIENCE

**SEO Specialist / Developer, Emax Media** — Aug 2026 – present

- Full ownership of my client accounts and the long-term relationship, from client meetings to follow-up and growth
- Develop and implement SEO strategies for clients ranging from e-commerce and B2B to local service businesses such as tradespeople
- Build my own tools and processes, some of them AI-assisted, that make my client delivery more efficient

**Developer / Consultant, Kumpan** — May 2022 – Jun 2026

*Full-stack development on in-house projects and client assignments.*

- **Affärsvärlden** (Nov 2025 – Jun 2026): full-stack in Next.js and Node, plus responsibility for IT infrastructure
- **Suntarbetsliv** (Oct 2023 – Oct 2025, full-time): full-stack, architecture and project management in Next.js and WordPress, plus an AI chatbot using retrieval-augmented generation (RAG) with pgvector, and a feedback loop on its answers
- **Evoli** (Aug 2022 – May 2023): frontend and UX/UI for a new claims back office
- In-house projects in React, Next.js, Remix, React Native, Laravel and Supabase

**Co-Founder / Full-stack Developer, Study Club AI** — Dec 2022 – Apr 2024

- Co-founded and built an AI study tool full-stack in Next.js, Supabase and the OpenAI API, with RAG over course material and uploaded documents, and tested it with teachers and students before we closed it

**Developer, Muntra** — Jun 2021 – May 2022

- Solely responsible for the frontend of nine codebases in React, React Native and Next.js, with Node on the backend and CI/CD
- Ran the projects independently with the CTO in Lean startup iterations; by the time I left, our booking site was the default for almost all of Muntra's clinics
- Owned QA and white-box testing, the integrations with X-ray systems and payment terminals, and 2nd and 3rd line support

**Customer Success Manager, Muntra** — Jan 2021 – Jun 2021

- Support via Zendesk, chat and phone, customer relationships, upselling and cross-selling
- Technical setup of integrations, internal guides and routines

**COO, Bright Swimwear** — Feb 2018 – May 2020

*On leave during military service.*

- Went from sales to team lead on results, then ran sales and customer service: recruiting, training and coaching; helped train at least half of the team of about 20
- Acting CEO over summer 2018

### EARLIER EXPERIENCE

| | |
|---|---|
| Sales Associate / Phone Repair, Teknikmagasinet | Oct 2018 – Nov 2021 |
| Army Ranger (Radio Operator), Swedish Armed Forces, K3 | Aug 2019 – Jun 2020 |
| Restaurant Crew Member, McDonald's | May 2017 – Jun 2018 |

### CERTIFICATIONS

| | |
|---|---|
| **CS50: Introduction to Computer Science**, Harvard University | 2022 |
| **Become a WordPress Developer**, Udemy | 2024 |
| **Modern React with Redux**, Udemy | 2021 |
| **Responsive Web Design**, freeCodeCamp | 2021 |
| **SEO Toolkit / SEO for Beginners**, Semrush, Udemy | 2021 |
| **Decision and Risk Analysis**, University of Gävle | 2020 |