

>_ Alexander Löhn

Born 1991 in Hamburg, Germany

Services/Availability Frontend Engineering – NOW up to 30h/w
New websites – NOW
CMS-less websites – NOW
AI driven migrations/maintenance – NOW
AI automation – NOW

Skills/Experience **Web Development** ~21 yrs
HTML · CSS · JavaScript

Vue.js ~8 yrs
Nuxt.js · TypeScript · Tailwind

React ~5 yrs
Next.js · TypeScript · Gatsby

Angular ~2.5 yrs
v1 · v2 · and higher

E-Commerce ~4.5 yrs
SCAYLE Storefront

AI ~5 yrs
Cursor AI · Vibe Coding · AI automation · AI migration

Content Management Systems ~8 yrs
Storyblok · Contentful · Sitecore

Backend ~5 yrs
C# / .NET · ASP.NET · MSSQL · REST APIs · Node.js · PostgreSQL

Tooling
Cursor IDE · Cursor Cloud automations · Vite · Webpack · Visual Studio Code · GitLab · GitHub · Docker · Netlify

Certificates
Scrum Master · Agile Coach · Teacher – HTML/CSS & SEO

Companies/Clients

Sorpetaler Fensterbau GmbH

growsome GmbH

AboutYou (Scayle)

DEPT®

elbformat content solutions GmbH

lustitia ltd

neveling.net GmbH

a. hartrodt (GmbH & Co) KG

Languages German – Native language
English – Preferred at work

To understand recursion, one must first understand recursion.

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>_ Projects

* e-commerce

Sorpetaler

2025-26 · A CMS-less website relaunch for Sorpetaler, with no separate content · react · cms-less · typescript · gatsby

* s.Oliver

2025 · s.Oliver storefront relaunch on SCAYLE, delivered in record time. A · storefront · vue · contentful · tailwind · nuxt · typescript

* Babymarkt (lead developer)

2023-24 · Lead frontend development for Babymarkt's SCAYLE-based webshop. As lead developer, · storefront · vue · contentful · tailwind · nuxt · typescript

* Madeleine (lead developer)

2023-24 · Madeleine fashion webshop built on the SCAYLE storefront. A fashion · storefront · vue · storyblok · tailwind · nuxt · typescript

* Scayle Storefront

2022-23 · SCAYLE's self-made headless webshop boilerplate and core libraries. The in-house · storefront · vue · tailwind · nuxt · typescript

GIGA-Hamburg (frontend lead)

2020-21 · Prerendered website for the German Institute for Global and Area · vue · nuxt · contentful

xStarters (frontend lead)

2018-19 · Campaign site with complex interactive flows that guide visitors through · vue · vuex

Enerlisa (project lead)

2015-18 · Smart-home platform for connected meters and sensors. An IoT solution · angular · c#

Nivea MEN

2014 · NIVEA MEN brand experience built on Sitecore. A consumer-facing brand · vanilla · c# · typescript · sitecore

Nivea

2014-15 · Global NIVEA brand website built on Sitecore. A large-scale consumer · vanilla · c# · typescript · sitecore

* Netto

2025-26 · Frontend work on the Netto webshop relaunch, built on SCAYLE's · storefront · vue · storyblok · tailwind · nuxt · typescript

* Harrods (frontend- / lead- developer)

2024-25 · Harrods webshop relaunch built on the SCAYLE storefront platform. A · storefront · vue · contentful · tailwind · nuxt · typescript

* Albamoda (lead developer)

2024 · Fashion storefront for Albamoda, built on SCAYLE's headless commerce platform · storefront · vue · storyblok · tailwind · nuxt · typescript

* Goldner-Fashion

2023-24 · atelier GOLDNER fashion storefront on SCAYLE. A fashion e-commerce project · storefront · vue · storyblok · tailwind · nuxt · typescript

* FC Bayern München Store

2022-23 · Official FC Bayern München fan shop, including a jersey configurator. · storefront · vue · storyblok · tailwind · nuxt · typescript

Akurit (frontend lead)

2019-20 · Corporate website for Akurit with a full product catalog. A · vanilla

BusinessBike (frontend lead)

2017-18 · Bike leasing platform with a React frontend. The application supports · react · redux

Beiersdorf (frontend lead)

2014-15 · Corporate website for Beiersdorf. A group-level company presence presenting the · vanilla · typescript

Eucerin

2014 · Eucerin brand site built on Sitecore. A consumer skincare brand · c# · sitecore

Central Database

2011-13 · Centralization and standardization of shipping data sourced from five different · c# · mssql