



LORENC ESTREFI

PRODUCT ENGINEER | STAFF ENGINEER

CONTACT

Berlin

+49 177 2028639

jlorenc1986@gmail.com

https://jlorenc1986.dev

LinkedIn: lorenc-estrefi

GitHub: jlorenc1986

SUMMARY

Senior Product Engineer with 10+ years of experience building scalable SaaS platforms and AI-powered applications. I specialize in turning ideas into production-ready software using React, Python, Node.js and AWS. My background spans startups, enterprise consulting and freelance product development, combining deep technical expertise with product thinking and AI engineering.

KEY ACHIEVEMENTS

- 10+ Years Building Software Products**
Designed and delivered scalable web applications across startups, scale-ups, enterprise consulting, and freelance projects.
- AI & Automation Engineering**
Built multiple AI-powered applications using LLMs, AI agents, Python, and modern automation workflows.
- Full-Stack & Cloud Expertise**
Extensive experience with React, Node.js, Python, AWS, Docker, and modern cloud architectures.
- Product & Technical Leadership**
led technical initiatives from architecture and prototyping through deployment and production support.

EDUCATION

Politecnico di Torino
Bachelor in Software Engineering
2009 - 2012

EXPERIENCE

adesso SE Berlin, Germany
Senior Software Engineer 2025 - 2026
Consultant Company

- Designed and developed enterprise web applications using React, TypeScript, Python, and Rust.
- Improved application accessibility by implementing WCAG best practices, semantic HTML, ARIA attributes, and keyboard navigation.
- Built scalable, production-ready features in collaboration with cross-functional teams, following modern software engineering and DevOps practices.

Freelancer Berlin, Germany
Product Builder 2023 - 2025
Freelancing

- Designed and delivered end-to-end SaaS applications for clients, from architecture and development to deployment.
- Built AI-powered products integrating LLMs, chatbots, and automation workflows using Python and modern AI APIs.
- Developed scalable front-end applications with Vue.js, Next.js, and TypeScript, focusing on performance and user experience.
- Collaborated directly with clients to translate business requirements into production-ready software.

Mister Spex Berlin, Germany
Senior Software Engineer 2021 - 2023
E-commerce

- Migrated a large-scale e-commerce platform from a Java monolith to a microservices architecture.
- Developed modern frontend applications using React, Next.js, and TypeScript, enabling a scalable and modular platform.
- Optimized Core Web Vitals, improving First Contentful Paint (FCP), page performance, and SEO.
- Collaborated with cross-functional teams to deliver high-performance customer-facing features in an agile environment.

Auotmation Hero Berlin, Germany
Frontend Team Lead 2019 - 2021
Saas platform to create LLM model

- Led the frontend development team, establishing best practices for React, Web Components, and reusable UI architecture.
- Built a Chrome extension to record browser interactions and generate automation scripts for robotic process automation (RPA).
- Worked closely with backend engineers and product teams to deliver enterprise-grade intelligent automation software.
- Helped evolve the platform architecture with a focus on scalability, maintainability, and developer experience.

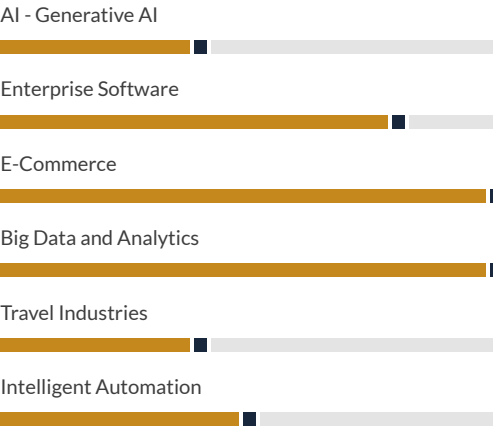
Datameer Berlin, Germany
Senior Ui Developer 2016 - 2019
Big data visualization and exploration tool

- Developed interactive data visualization features for a large-scale analytics platform used to explore massive datasets.
- Built and maintained complex frontend applications using React, Backbone.js, Marionette.js, Jest, and Mocha.
- Designed performant, reusable UI components to improve data exploration and user experience.
- Collaborated closely with product managers, designers, and backend engineers to deliver scalable analytics features.

LANGUAGES

ITALIAN	Native	● ● ● ● ●
ALBANIAN	Native	● ● ● ● ●
ENGLISH	Proficient	● ● ● ● ●
SPANISH	Advanced	● ● ● ● ●
PORTUGUES	Proficient	● ● ● ● ●
GERMAN	Proficient	● ● ● ● ●
FRENCH	Intermediate	● ● ● ● ●

INDUSTRY EXPERTISE



REFERENCES

- Subroto Sanyal**
<https://www.linkedin.com/in/subrotosanyal/>
- Petar Zivkovic**
<https://www.linkedin.com/in/zivkovicp/>

EXPERIENCE

HRS
Senior Software Engineer
Innovation lab internal to HRS corporate

- Contributed to the development of a cloud-native microservices platform using Node.js, Express, React, and AWS.
- Designed and implemented reusable frontend modules and backend services for a scalable travel platform.
- Collaborated with cross-functional teams to modernize the application architecture using ES6 and microservices.
- Built and deployed cloud-based services on AWS, focusing on scalability, maintainability, and performance.

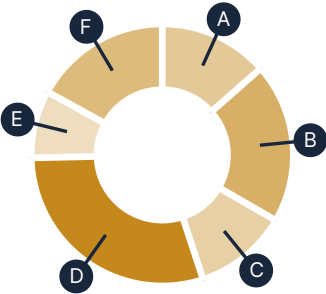
Berlin, Germany
2015 - 2016

MassineScheffer & Company GmbH
Software Engineer
Internet Services

- Led the development of modern frontend applications using AngularJS, JavaScript, HTML5, and CSS3 in an Agile Scrum environment.
- Built modular, test-driven user interfaces following TDD practices with Jasmine and Mocha.
- Collaborated with backend engineers working on Ruby on Rails services to deliver scalable web applications.
- Contributed to a cloud-based development workflow using AWS, Jenkins, and Git.

Berlin, Germany
2014 - 2015

MY TIME



- A SPORT
- B FAMILY
- C MUSIC
- D CODING
- E READING
- F WRITING