

Adam Abubakari | Software Engineer

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CORE SKILLS

Languages: JavaScript, SQL, HTML, CSS, PHP

Frameworks & Libraries: Vue.js, React, Nuxt.js, SCSS/SASS, TypeScript, Laravel

Testing & Quality: Playwright, Puppeteer, Bright Data, Selenium, TDD

APIs & Integration: REST API, OpenAPI, JWT

Tools & Workflow: Git, Figma, Jira, Bitbucket, Amazon Web Services (AWS)

PROFESSIONAL WORK EXPERIENCE

LitBot - Co-Founder & Head of UI/UX

Feb 2025 - Present | React, TypeScript, Vite, Supabase, Figma

- Led the full design-to-build lifecycle for a web-based AI assistant platform supporting academic research workflows. From conducting market/competitor analysis to creating Figma wireframes and implementing them in a modern React frontend.
- **Developed chat functionality for users to interact with an AI assistant** and ask questions about uploaded research papers, including context-aware summarisation and topic breakdowns.
- Implemented **secure document upload flows to Supabase storage buckets**, allowing users to submit academic papers for processing via AI pipelines.
- Built and integrated complete authentication flows (login, registration, forgot password) with **cookie-based session management to securely gate AI features** behind user credentials.
- Collaborated closely with fellow co-founders to define the product vision, set roadmap priorities, and turn conceptual ideas into intuitive, production-ready features.

Pulselive - Software Engineer

November 2021 - March 2024 | JavaScript, React, Redux, SCSS, HTML, Freemarket, REST API, Keycloak IAM, Bitbucket, AWS

Projects:

Birmingham 2022 Commonwealth Games - Creating a central digital platform for the games.

- Created multiple page layouts for up-to-date news, articles, results, and media content, ensuring sports fans can engage with the games, follow events, and stories as they unfolded.
- **Implemented the Keycloak Identity and Access Management solution for authentication and user management** to provide a unified login service for multiple types of users, including spectators, volunteers, and staff.
- Implemented the polling services with performance tracking to monitor live sports event results and schedules for optimum user engagement and experience.
- Owned end-to-end CI/CD pipelines in Bitbucket for Dev, Test, and UAT, connecting the repositories for the frontend platform with the various APIs and Keycloak IAM, and set up/configured both auto and manual deployments with AWS cloudwatch logging, improving reliability and reducing DevOps overhead.
- **Ensured full compliance with Web Content Accessibility Guidelines (WCAG) 2.1 Level AA** via repeated audits with numerous tools such as Google Lighthouse and Wave Accessibility Checker, and constant code reviews.

Women's Tennis Association (WTA), World Aquatics, Barcelona FC, Leicester FC, Everton FC, and BHAFC - Leading technical upgrades, accessibility implementations, and event updates across the sites.

- Led a frontend team to deliver a redesign of the WTA site, starting with liaising with the client regarding the feasibility of their desired new functionality and layout designs, to implementing new or improved reusable components for better user engagement and editorial flexibility.
- **Improved performance of Largest Content Paint (LCP) by ~60% on project sites** by combing through code to update analytics, remove scripts, update node version and NPM packages, optimising data fetching from the CMS and media loading.
- Influenced Barcelona FC stakeholders' decision-making away from enterprise overlay tools, instead delivering an internal roadmap for WCAG compliance, aligning long-term accessibility, and **saving potentially thousands in licensing fees.**

- Collaborated with the designers and project manager to work through Figma, discussing feasibility and accessibility concerns, estimating potential workload load and providing a reliable roadmap for when work can be completed.
- Consistently delivered site updates for the football client sites in time with the numerous leagues, tournaments, and cup events.

TennisTV.com

- Worked on building the tournament draws, making sure the logic behind tennis tournaments and their format was depicted clearly with the styling.
- Integrated match replays & highlights across the site and into tournament draws using the third-party media player Bitmovin.
- **Developed a gated video playback system based on user authentication and subscription level**, enabling access to highlights, extended clips, and full replays depending on user tier.

RockarTech - Software Engineer, (Technical Consultant via Sparta Global 2018-2020)

July 2018 - August 2021 | Javascript, Vue, PHP, Magento, SQL, AWS (Cloudwatch, RDS, Lambda, S3, EC2), PostgreSQL, MySQL

Projects:

BMW, MINI, and Motorrad South Africa - Leading frontend team to deliver 3 sites for BMW Motor Festival

- Collaborated with the BMW South Africa web tech team to lead a group of junior FE developers to build the BMW, Mini, and Motorrad purchase journey websites, teaching them best practices and guiding them in using the tools and framework on which the sites are built upon.
- Delivered personalised, highly responsive shop fronts for each brand to push uniqueness between stores to boost traffic.
- **Extended Magento modules and configurations** to support South African-specific tax rules, dynamic currency formatting, and localised pricing strategies to accommodate the brand's requirements.

Toyota Approved Used checkout journey - Leading technical upgrades, accessibility implementations, and event updates across the site.

- Built and integrated the end-to-end checkout journey, enabling users to seamlessly transition from the main Toyota site with pre-selected vehicles into a tailored Magento + Vue-based checkout flow.
- Implemented optional part-exchange functionality, allowing users to offset vehicle costs by submitting details of an old car for trade-in, with dynamic pricing adjustments reflected throughout the checkout process.
- **Integrated and customised Stripe as the payment gateway**, handling both frontend and backend Stripe configurations, and set up the Stripe console for secure tokenisation, testing, and transaction tracking.
- Rendered the available payment plans for selection as part of the multi-step user detail capture flow, ensuring smooth UX and accurate data handoff for Toyota members of staff to follow up on sales.

Jaguar and Land Rover - End-to-End Rebuild of Jaguar & Land Rover Digital Retail Platform

- Took part in the redevelopment of the Jaguar and Land Rover Rockar eCommerce sites using Magento and Vue, **delivering a seamless end-to-end car purchase journey** from browsing and product pages to checkout and post-sale account management.
- Engineered a dynamic car configurator allowing users to customise vehicles based on backend-defined options, with real-time updates to visuals and pricing - one of the most technically complex components of the platform.
- Heavily contributed to the **architectural shift from a tightly coupled Magento monolith to a decoupled microservices-based system** to improve scalability, maintainability, and performance. This included separating the Configurator logic into its service, enabling greater flexibility in how product data, pricing, and option dependencies were managed and delivered to the frontend.
- Designed and implemented the part-exchange flow, including later modifications to meet legal compliance requirements by introducing conditional question logic in the frontend and enabling backend admins to manage valuations and business rules from Magento. This was subsequently followed by **rebuilding the part exchange service as an independent backend application**, exposing APIs to handle vehicle valuations, legal questionnaire logic, and business rules, reducing Magento backend complexity.
- Ensured all content across the site (including text, pricing, and legal copy) was dynamically managed via Magento's CMS and localization systems, avoiding hardcoded elements and supporting multiple regions and languages.

ACADEMIC QUALIFICATIONS

BSc Physics at the University of Hertfordshire