

Mehdi CHENIKI

Senior Web Developer

Canadian Permanent Resident

Senior Web Developer with 10 years of experience across agency, media and enterprise environments. Over the years, I've worked across both front-end and back-end development, while also taking ownership of architecture and technical quality. As a former Tech Lead, I enjoy understanding the problem, finding simple and reliable solutions, and staying closely involved in the development itself.

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<https://mcheniki.dev/en>

Skills

Languages: JavaScript, PHP, TypeScript

Front-End: React.js, Next.js, HTML, CSS/SCSS, Tailwind CSS, Twig

WordPress: Custom Themes & Plugins, Gutenberg, ACF Pro, WP-CLI, WooCommerce

Tooling & CI/CD: Git, Vite, Webpack, Docker, GitLab CI

Databases: MySQL, SQLite

AI-Assisted Development: Codex, Claude Code

Professional Experience

Senior Web Developer (Freelance)

Mehdi Cheniki El

Since Oct. 2024

Remote

Build and maintain custom web solutions independently, primarily with WordPress, PHP and front-end technologies, handling projects from technical planning to delivery.

- Develop custom WordPress plugins, Gutenberg blocks and administration tools for business-specific requirements.
- Develop front-end features and interactive interfaces using JavaScript, React and modern CSS tooling.
- Integrate third-party APIs, including Salesforce and WooCommerce, to automate product, review and business data workflows.
- Handle technical migrations involving hosting, domains, email services and application configuration.
- Diagnose and resolve performance and maintainability issues across PHP code, SQL queries, caching and front-end assets.
- Organize technical work autonomously around client needs, priorities and delivery deadlines.

Stack: PHP, WordPress, Gutenberg, ACF Pro, JavaScript, React.js, Tailwind CSS, WooCommerce, REST APIs, Vite, MySQL

WordPress / Gutenberg Developer (Freelance)

MACIF

From Oct. 2025 to Dec. 2025

Paris, France (remote)

Contributed to MACIF's new WordPress initiative by adapting the existing design system into flexible, reusable Gutenberg components.

- Developed custom Gutenberg blocks using ACF Pro, PHP and React.js, based on MACIF's existing design system.
- Built modular components designed to support multiple content and layout scenarios while staying consistent with the design system.
- Added custom JavaScript behavior to ACF Pro blocks to make the editing experience feel closer to native Gutenberg interactions.
- Took ownership of a cross-team performance issue, isolated the root cause through targeted analysis, and shared the findings with the technical team.

Stack: WordPress, Gutenberg, ACF Pro, PHP, React.js, JavaScript, SCSS, Vite

Professional Experience

● Tech Lead / Senior Web Developer

Redbox Media

From Sept. 2022 to Sept. 2024

Montréal, Canada

Led technical delivery across agency web projects while remaining hands-on in development, with responsibility for architecture, code quality, development workflows and production delivery.

- Led technical decisions around architecture, stack selection and development standards across client projects.
- Performed code reviews and supported another developer through technical guidance, troubleshooting and knowledge sharing.
- Estimated development effort for new projects and features, providing technical input for client quotes and helping distribute work based on complexity and team availability when needed.
- Managed deployment workflows and handled production and server-related issues when needed.
- Created an internal WordPress starter architecture using Vite and Tailwind CSS to standardize projects and speed up development.
- Built custom web solutions across WordPress, Shopify and Craft CMS, including themes, plugins, front-end features and API integrations.
- Collaborated with designers and contributed technical input during client discussions when deeper expertise was required.

Stack: PHP, WordPress, Craft CMS, Shopify, JavaScript, React.js, Next.js, Tailwind CSS, Vite, Docker, MySQL, Bitbucket Pipelines

● Front-End Developer (Freelance)

Prisma Media

From Mar. 2019 to Feb. 2022

Gennevilliers, France

Worked on Télé-Loisirs and Programme TV, high-traffic digital products, contributing to the ongoing development and progressive front-end rebuild of both platforms.

- Independently developed features and key areas of the websites, from implementation through to production.
- Worked closely with back-end developers and designers, took part in code reviews and occasionally supported another front-end developer.
- Implemented A/B tests to measure the impact of interface changes on engagement and conversion.

Stack: JavaScript, Twig, SCSS/PostCSS, Jest, A/B Testing, Webpack, GitLab CI

● Full-Stack Developer (Freelance)

Webedia

From July 2018 to Jan. 2019

Levallois-Perret, France

Developed custom WordPress websites and features, including a theme for Théâtre Marigny and plugins connected to REST APIs for bookings and dynamic content.

Stack: WordPress, PHP, JavaScript, REST API, HTML, Sass

Personal Project

EcoKwa - French Public Data Application

Full-Stack Developer - <https://ecokwa.mcheniki.dev>

- Built a web application for searching, visualizing and comparing French public data from multiple official organizations.
- Automated data imports from APIs and Excel files, including data normalization, background processing, backend/frontend tests, SSR and Docker deployment through GitLab CI/CD.

Stack: Laravel, React, TypeScript, PostgreSQL, Inertia.js, Docker, GitLab CI/CD

Education

● SUPINFO

From Nov. 2014 to Sept. 2017

Completed five years of coursework

Paris, France

Languages

English, French