

Hasan Tezcan

Senior Software Engineer | Scalable Web Platforms | Multi-Country Systems

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Profiles	🌐 LinkedIn 🐙 GitHub
	LinkedIn GitHub

Summary	<p>Senior Software Engineer focused on building scalable, multi-country web platforms.</p> <p>At Trendyol, I led the consolidation of multiple web and mobile web applications into a unified single codebase, improving maintainability and delivery speed across regions.</p> <p>I also designed server-driven address systems and contributed to localization infrastructure, enabling rapid expansion into markets such as MENA and CEE.</p> <p>Strong focus on performance, reliability, and system scalability in high-traffic, conversion-critical environments.</p>
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Education	Pamukkale University Computer Engineering Computer Engineering 2017 - 2021
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Experience	Trendyol January 2025 - Present Senior Software Engineer <ul style="list-style-type: none">- Led consolidation of 8 separate web and mobile web applications into a unified single codebase- Standardized checkout and address systems across TR and international markets- Designed server-driven dynamic address system enabling flexible country-specific configurations- Improved development velocity and reduced maintenance overhead by eliminating fragmented architectures- Contributed to multi-country expansion (MENA, CEE) through scalable platform design Trendyol August 2022 - January 2025 Software Engineer <ul style="list-style-type: none">- Designed and implemented localization infrastructure using Crowdin- Automated translation workflows via CI/CD and CDN integration- Enabled seamless onboarding of new languages (MENA & CEE regions)- Reduced manual localization effort and improved release speed significantly Trendyol Sep 2021 - Jul 2022 Associate Software Engineer <ul style="list-style-type: none">- Developed high-performance web applications using React.js and Node.js- Contributed to CI/CD pipelines and Kubernetes-based deployments- Applied TDD and trunk-based development practices Ouva June 2021 - September 2021 Frontend Developer <ul style="list-style-type: none">• Built mobile web assistant using React, TypeScript and PWA• Implemented gesture-based UI interactions
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Projects	Unified Checkout & Address Platform at Trendyol <p>Led the consolidation of fragmented checkout and address systems into a unified architecture used across multiple countries.</p> <p>Focused on scalability, maintainability, and enabling consistent user experience across regions.</p> Ouva Mobile Web Assistant <p>Mobile web assistant product built with TypeScript, React, Redux, PWA, React UseGesture Hook and React Spring.</p> <ul style="list-style-type: none">• Built interactive mobile web assistant experiences with modern React ecosystem tools. <p>https://www.ouva.co/products/virtual-assistant</p>
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Skills	<p>☆ Frontend React, TypeScript, Next.js, Vue</p> <p>☆ Architecture BFF, Server-driven UI, Scalable systems</p> <p>☆ Infra CI/CD, Kubernetes, Monitoring</p>
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Certifications	84. Kodluyoruz İstanbul Front-End Talent Bootcamp Certification
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Languages	Turkish Native
	English Professional

Publications	Horoz the Figma CDN Uploader Plugin Jan 8 2025 Trendyol medium
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