Zak Hajjaji

Software Engineer

🔗 Portfolio Links

Portfolio: www.zakblueprint.com
GitHub: github.com/funkmafia
AuditPlus: www.zajaik.com
AureyaTech: www.aureyatech.com

⚛ Profile

I started my career in brand management, then transitioned into mortgages, two industries that taught me how people make decisions, how trust is built, and where systems tend to break down.

That path wasn't meant to lead me into software development, but curiosity, creativity and a need to improve broken systems pulled me in. I became obsessed with building tools that make things clearer, smoother, and genuinely helpful. As a result, I have built a custom-built mortgage calculator, which includes first time buyer blog post, an AI-powered audit platforms to help usability and simplicity, and other web apps as a passion.

My tech stack is mainly React, Next.js, TypeScript and Tailwind; and full-stack tools like Node.js and MongoDB. Also, I co-founded **AureyaTech**, which is a collective focused on building scalable and useful digital products for businesses, free-lancers and agencies.

🛠 Work Experience

Mortgage Advisor • Furnley House
• Jun 2023 - Mar 2025

- I advised 200+ clients with a 25% boost in satisfaction scores
- I Converted 83% of all initial mortgage enquires into full mortgage applications
- Communicated clearly and simply, despite the complexities of the process and time pressures
- Built long-term trust and delivered tailored advised along with guidance as required

This experience gave me a deep understanding of individual needs, importance in versatility of communication, and the desire to simplify complex processes; all of which now shape my approach to software development

Brand Manager • Sherriffs Foods
• 2019 - 2021

- I worked within the FMCG sector, managing relationships with major UK retailers including Tesco
- I oversaw new product development and innovation from concept to shelf
- Led multi-channel marketing campaigns across web (WordPress), retail promotions, and in-store activations
- I managed national distribution and monitored commercial performance, which included things like weekly rate of sale and product shelf category positioning
- Worked closely with graphic designer, the new product development team, and sales teams to align brand strategy.

My work here taught me how to understand data, and analyse that and translate that into ideas; leading to innovative products that retailers and consumers needed.

Education History

Master of Science in Sport Management
Institution: Loughborough University
Year of Graduation: 2017

Bachelor of Arts in Sport Management
Institution: Nottingham Trent University
Year of Graduation: 2016

- Student of the year

Full Stack Engineer
Institution: The Developer Academy
Year of Graduation: 2025

Relevant Skills

Frontend Development:
- React/Next.js
- JavaScript (ES6+)
- TypeScript
- Tailwind CSS
- Component Libraries

Backend Development:
- Node.js
- Express
- MongoDB
- REST APIs
- Java (Basic)
- Python (Basic)

⚛ Projects

Zajaik · www.zajaik.com

AI-powered web audit tool to identify why websites aren't converting. Takes in a URL and business details, and returns insights around UX, trust signals, messaging, and performance.

- Technical lead on the project, working across frontend and logic layers
- Built scalable architecture for audit scoring logic and UI rendering
- Helped reduce manual review time for users by 80%
- Attracted 50+ trial users within 30 days of launch through organic traffic
- Built collaboratively with 2 developers

Zak's Blueprint · www.zakblueprint.com

Personal portfolio designed to reflect creative and technical range. Includes tools, games, and AI-led platforms with interactive, user-friendly design.

- Used as a central hub in job applications and outreach

Batman vs. Riddler Game

OOP-based riddle game that enhances JS logic and gameplay structuring.

- Strengthened understanding of classes, objects, and game mechanics

Mortgage Tools Suite · https://suite.mortgage

A custom-built toolset designed to support both mortgage advisors and clients. The platform includes calculators, with added features like remortgaging cost breakdowns and educational blog posts for first-time buyers.

- Developed to streamline advisor-client conversations and reduce friction in appointments
- Improved client understanding with accurate calculations and guidance prompts
- Tools are designed for both advisors and homebuyers.
- Created with scalability and reusability in mind

Skill Proficiencies

JavaScript (ES6+), TypeScript, React, Next.js, Tailwind CSS, HTML5, CSS3, Node.js, Express, MongoDB, Java (Basic), Python (Basic), REST APIs, Git, GitHub, Agile, Vercel, Render, Zod, JWT Auth, Responsive Design, Web Accessibility, UI/UX Principles, Component Libraries, Jest, Postman, OpenAI API, API Key Integration, JSON, Markdown, ESLint, VS Code, PyCharm, IntelliJ IDEA