

# Andras Joni

Senior Web Project Manager & Frontend-  
Focused Fullstack Developer  
*AI-Integrated Products*

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CHIANG MAI · THAILAND · REMOTE  
GERMAN CITIZEN

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## ABOUT

For 10+ years I've been building web projects and digital products — sometimes as a project manager, sometimes as a fullstack developer with a frontend focus, often both at the same time. Main areas: CMS platforms, e-commerce, and AI-integrated applications. Over the years I've also built and operated several of my own digital products, which gave me a realistic sense of what's technically sustainable and what actually works once something is live — not just on a roadmap.

My AI specialization grew organically out of daily hands-on work with Claude, ChatGPT, and other LLMs — building agent-based workflows, MCP and tool integrations, and getting good at prompt engineering. I don't just use these tools, I review their outputs carefully. Formally correct isn't the same as actually right — and that gap matters in real-world work.

I do my best work with agencies and in-house teams that value technical understanding, clear communication, and self-driven delivery.

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## EXPERIENCE

### Senior Web Project Manager & Fullstack Developer (Frontend Focus)

Independent · Web, CMS & AI Integration · Freelance

2020 – Present · Chiang Mai · Remote

- End-to-end ownership of web and CMS projects — from concept and architecture through implementation to production
- Hybrid role: hands-on development (frontend, CMS) and project lead, switching fluidly depending on the project
- AI as a real part of daily work: production workflows with Claude, ChatGPT, and other LLMs, agent-based automation, MCP integrations, prompt engineering
- Quality assurance of code, content, and AI outputs with a high bar for accuracy — especially where results look correct on the surface but don't hold up in detail
- Technical documentation, research, and editorial review in German and English
- Direct coordination with clients, designers, and external teams

### E-Commerce Manager

Oswald Nahrungsmittel GmbH (Unilever Group) · Full-time

Aug 2019 – Jan 2020 · Steinhausen, Switzerland

- Operational lead for a Magento-based e-commerce platform serving the Swiss market
- Steering of external development agencies, including ticketing, QA, and release coordination
- Owned content, product, and campaign rollout across the platform
- Direct collaboration with internal stakeholders, reporting into the Head of Digital
- Drove performance and revenue initiatives through site and content optimization

## Frontend Web Developer

Independent · Frontend Development for Agencies & Direct Clients · Freelance

Feb 2017 – Jul 2019 · Thailand · Remote

- Frontend implementation of websites, landing pages, and CMS-based projects for agencies and direct clients
- Design-to-code translation from Figma and Adobe tools (Photoshop, Illustrator, InDesign) into responsive, browser-stable markup
- WordPress theme development and integration of custom CMS solutions
- Direct client communication on requirements, scope, and delivery timelines
- Performance and SEO optimization across various stacks

## Technical Project Manager

Infinity IT Success Ltd. · Full-time

Jun 2015 – Jan 2017 · Bangkok, Thailand

- Project management for international web projects of a global pharmaceutical client
- Coordination of product owners, development teams, and stakeholders across time zones
- Planning and prioritization for an international development team, including operational backlog ownership
- Quality assurance, code reviews, and technical alignment across releases
- Occasional hands-on contribution to frontend implementation

## Web Developer

Independent · Web Development for International Clients · Freelance

May 2013 – May 2015 · Thailand · Remote

- Web development and SEO consulting for international clients, primarily remote
- WordPress and frontend development (HTML, CSS, JavaScript) for small to mid-sized websites
- On-page SEO, technical audits, and content optimization for organic search visibility
- End-to-end project ownership from briefing to launch

## Customer Consultant & Trainer

Swisscom · Full-time

Apr 2009 – Apr 2013 · Zürich, Switzerland

- Consumer telecommunications consulting and tech support across internet, mobile, and landline products
- Handling of complex escalations and cross-system data reconciliation
- Process development, training delivery, and system coaching for new hires
- Formal in-house qualification as trainer / Fachcoach with responsibility for onboarding new staff

## SKILLS

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PROJECT MGMT	Web Project Management · Stakeholder Communication · Agency & Vendor Coordination · Requirements Analysis · Quality Assurance · Coaching
AI & LLMS	AI Integration · Prompt Engineering · Large Language Models · Generative AI · AI Agents · Anthropic Claude · OpenAI API · ChatGPT · Model Context Protocol (MCP) · AI-assisted Development
DEVELOPMENT	Full-Stack Development · Frontend Development · CMS Development · Performance Optimization · Responsive Web Design · UX/UI Understanding
STACK	WordPress · Laravel · JavaScript · Magento · WooCommerce · JIRA · E-Commerce · SEO

## LANGUAGES

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German native · English fluent · Thai conversational