

MURATCAN SALIH

Frontend Developer

Istanbul, Turkey | muradcansalih3@hotmail.com | +90 537 033 9556
[linkedin.com/in/muradcansalih](https://www.linkedin.com/in/muradcansalih) | github.com/muradcansalihW | muradcansalih.com

PROFESSIONAL SUMMARY

Frontend Developer with 4+ years of experience building enterprise web applications, single-page applications (SPA) and CMS-driven platforms for global brands including Pfizer, AstraZeneca, GSK and Vodafone. Strong background in React, Next.js and modern JavaScript (ES6+), with expertise in UI development, component-based architecture, performance optimization and scalable frontend systems. Experienced in delivering high-traffic, production-ready web interfaces used by thousands of users across international markets.

WORK EXPERIENCE

Niceye Group — Frontend Developer

Istanbul | Jul 2021 – Aug 2025

Tech: HTML, CSS, JavaScript (ES6+), React.js

- Built and maintained enterprise web applications and campaign platforms for global brands including Pfizer, GSK, AstraZeneca, Vodafone and Peugeot using HTML, CSS, JavaScript (ES6+) and React.
- Developed UI components and user interfaces for CMS-driven platforms, enabling non-technical teams to manage and publish content efficiently.
- Modernized over 20 legacy web applications by refactoring them into scalable, component-based frontends, improving maintainability and boosting Lighthouse performance to 90+.
- Optimized web performance, asset loading and render paths, resulting in approximately 25% faster initial page load times across updated projects.
- Built internal configuration and admin panels that allowed teams to manage web application settings, reducing manual setup and accelerating deployment workflows.
- Debugged and resolved production issues across live web applications, improving stability and user experience in high-traffic environments.

Client Assignment — Pfizer (via Niceye Group)

Istanbul | Oct 2022 – Jul 2025

Tech: HTML, CSS, JavaScript, Pfizer Canvas, Adobe Franklin

- Developed and maintained enterprise web applications and CMS-based platforms for Pfizer using HTML, CSS and JavaScript.
- Built and updated user-facing and internal web pages using Pfizer Canvas and Adobe Franklin, enabling content teams to manage and publish content through CMS workflows.
- Implemented JavaScript-based UI enhancements and frontend logic to improve usability, consistency and performance across multiple internal web systems.
- Converted legacy pages into more maintainable and scalable frontend structures, improving load times and long-term sustainability while keeping content editable.

- Created reusable UI components and templates within Adobe Franklin to support rapid content creation and layout updates across Pfizer's web platforms.

EDUCATION

Management Information Systems

Istanbul Medipol University, Istanbul, Graduated: 2025

PROJECTS

React E-Commerce Platform

Live: <https://react-ecommerce-seven-eta.vercel.app/products> | Repo: <https://github.com/muradcansalihW/react-ecommerce>

Tech: React, JavaScript, CSS, React Router, Context API, useReducer

- Built a full-stack React single-page application (SPA) for e-commerce using React, React Router, Context API and useReducer.
- Implemented secure authentication, protected routes and dynamic product pages.
- Integrated frontend state management for cart, users and pricing logic.
- Designed a responsive UI optimized for desktop and mobile devices.
- Applied component-based architecture and modern frontend best practices for scalability and maintainability.

Subscription Manager App

Live: <https://subscription-management-tau.vercel.app/> | Repo: https://github.com/muradcansalihW/subscription_management

Tech: React, JavaScript, CSS, Vite

- Developed a web-based subscription management application using React and JavaScript.
- Implemented LocalStorage-based data persistence to store user subscription and payment data.
- Built cost calculation logic for recurring payments, including yearly-to-monthly conversions.
- Designed a responsive, user-friendly UI with reusable frontend components.

SKILLS

- **FRONTEND DEVELOPMENT:** HTML5, CSS3, JavaScript (ES6+), React.js, Next.js, TypeScript
- **UI & DESIGN IMPLEMENTATION:** Tailwind CSS, Bootstrap, Component-Based UI, Figma to Code, Cross-Browser Compatibility, UI Development
- **DEVELOPMENT TOOLS & WORKFLOW:** Git, GitHub, NPM, VS Code, Agile / Sprint-Based Development
- **PERFORMANCE & QUALITY:** Component architecture, state management, performance optimization, UI optimization, clean code, scalable and maintainable frontend systems
- **AI-ASSISTED DEVELOPMENT:** GitHub Copilot, ChatGPT, Windsurf, AI-assisted debugging, refactoring and development productivity

- **WEB & APPLICATION TECHNOLOGIES:** Single Page Applications (SPA), Responsive Web Design, REST API Integration, CMS Integration, Web Performance Optimization

LANGUAGES

- English (B1)
- Turkish (Native)