

Saad Tarhi

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*I'm a senior software engineer with nearly a decade of experience building, maintaining, and scaling production-grade systems. Previously at **Automattic (WooCommerce)**, where I worked across the full stack: React, TypeScript, PHP, and WordPress, shipping stable features used by millions of stores worldwide.*
Since 2024, I've led engineering collaborations delivering AI-driven SaaS and WordPress solutions, combining hands-on product delivery with strong architectural and reliability principles.

SKILLS

- **Languages & Frameworks:** React, TypeScript, JavaScript (ES6+), Next.js, Node.js, PHP, Python, HTML5, CSS3, Tailwind CSS, Redux, Express, SQL (MySQL, PostgreSQL), Prisma
- **Platforms & Infrastructure:** WordPress & WooCommerce (Core/Gutenberg), Git & GitHub (Actions/CI/CD), Docker, End-to-End Testing (Playwright/Puppeteer), Unit & Integration Testing (Vitest/Jest & MSW)
- **Architecture & Practices:** Full-Stack Development, API Design & Integration, System Architecture, Test-Driven Development (TDD), Performance Optimization, Technical SEO, Agile/Scrum Methodologies, Project Leadership, Mentoring

EXPERIENCE

Independent Software Engineer | Remote | Jan 2024 - Present

Focusing on building AI-integrated SaaS solutions, modern WordPress-based tools, and robust development workflows that emphasize scalability, reliability, and developer experience.

- **Led back-end engineering and debugging efforts for a next-gen AI SaaS builder platform (Shipper).** Refactored proxy and modal subsystems, resolved long-standing session persistence bugs, and stabilized the sandbox infrastructure to improve reliability across deployed client apps.
- **Engineered WordPress + React plugin integrating Google Drive APIs with asynchronous background job handling.** Designed a PSR-4 Composer-based architecture, automated task pipelines, and React build tooling to streamline content sync and media operations.
- **Architected a full-stack productivity platform** using Node.js, Express, and React/TypeScript. Implemented TDD with Vitest + MSW, delivering a modular and maintainable architecture aligned with production standards.
- **Developed a macOS native transcription app** leveraging Python and OpenAI's Whisper API for fast, offline voice-to-text.
- **Defined DevOps best practices for scalable AI-driven applications:** automated CI/CD, environment isolation, and rigorous debugging workflows ensuring long-term maintainability.

Automattic – Software Engineer (WooCommerce Core Team) | Remote | Dec 2021 – Jan 2024

Served as a core developer for WooCommerce, the world's leading e-commerce platform, contributing directly to the enhancement and maintenance of its block-based architecture used by millions of merchants.

- **Architected Core Module Migrations:** Led a large-scale state management refactoring from React Context to the core @wordpress/data library. This improved performance, enhanced third-party extensibility, and aligned the WooCommerce Blocks platform with modern WordPress development standards.
- **Developed Custom Plugin Features:** Initiated and developed a key feature to programmatically detect incompatible payment gateway plugins, creating a custom UI to warn merchants and directly prevent potential revenue loss.

- **Resolved Critical Backend & Block Editor Bugs:** Diagnosed and fixed complex bugs deep within the WordPress, WooCommerce, and Gutenberg codebases. Solved a critical internationalization issue in the Block Editor that prevented block translation, restoring functionality for global users.
- **Optimized Platform Quality & Testing:** Spearheaded the full E2E test suite migration from Puppeteer to Playwright. Personally resolved critical CI/CD integration blockers post-merge, significantly improving test reliability and increasing the development velocity of the entire team.

CH Group – *Senior Front-End Engineer* | Remote | May 2020 – Dec 2021

- Architected the frontend for an inventory system (LegitCheck Organizer) using React and Redux, designing its complete API contract to enable features like real-time chat (**Socket.IO**), payment processing (**Stripe**), and custom data visualizations.
- Built and launched a searchable icon library for Notion, migrating it to **Next.js** to dramatically improve SEO and performance.
- Mentored junior developers and participated in the hiring process, including creating technical tests and evaluating candidates to grow the engineering team.

Freelancer – *Senior Front-End Engineer* | Remote | Feb 2019 – May 2020

- Engineered complex, framework-less frontend applications using only vanilla JavaScript (ES6), implementing advanced design patterns (MVC, Module) to create highly organized and scalable codebases.
- Demonstrated deep technical versatility by developing custom UI animations from scratch, implementing client-side game AI (Alpha-Beta Pruning), and integrating backend-as-a-service platforms (Firebase Auth/Firestore).

Groupe Confiance – *WordPress Developer & SEO Specialist* | Remote | Nov 2017 – Feb 2019

- Led technical and SEO audits for client websites, executing improvements that enhanced performance, responsiveness, and accessibility using PHP, CSS, and Google performance tools.
- Implemented on-page and technical SEO strategies that resulted in a 76% increase in user sessions and a 625% increase in first-page keyword rankings.

Independent Web Developer | Remote | Oct 2015 – Sep 2017

- Developed and maintained custom WordPress websites, translating PSD mockups into responsive, semantic HTML and CSS.
- Focused on building framework-less frontend solutions with vanilla JavaScript to create performant, lightweight, and maintainable applications.
- Contributed to the evaluation and potential redesign of a community forum built on IP.Board, analyzing its technical limitations and proposing migration paths.

Web Developer – *Various Digital Agencies* | Remote | Mar 2014 – Oct 2015

- Developed custom WordPress themes and websites for a variety of clients as part of agency teams (Ewa, Perla, Vala-orange).
- Honed expertise in creating pixel-perfect, responsive websites from PSD mockups, collaborating within a team of senior developers and SEO specialists.

EDUCATION

Ibn Zohr University, Agadir, Morocco — Bachelor's Degree in Computer Engineering