




Fredrik Höglund


Fullstack JavaScript Consultant

Fredrik is a recognized React Expert with 10 years of professional experience. He is an industry leading server rendering specialist, a core contributor to React Query and his superpower is finding simple abstractions for complex problems.

 Inquire for number

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AREAS OF EXPERTISE

React | Node | TypeScript | Server rendering | Next.js | Performance | Build tooling | DX in the service of UX | Architecture | Testing | Teaching | Mentoring

ABOUT

Hi, I'm Fredrik Höglund! 🙌 I'm a curious tinkerer with a passion for the web and have been programming on and off since my early teens. I have a broad range of interests which eventually led to a master's degree in cognitive science, after which I started my career as a fullstack developer.

I'm a deep thinker and you can sometimes find me perched on top of my chair like an owl, staring out the window while I think hard about something. I love deep technical challenges and I'm good at judging which ones solve actual business goals. I'm a pragmatic perfectionist, flexible and a quick learner.

Others describe me as helpful, insightful and driven. I enjoy being a team enabler, by teaching and mentoring, and by removing hurdles and pain points for productivity. I often find myself in leadership positions, but I'm just as comfortable following. I enjoy pair and mob programming, but to really thrive I also need solo time mixed in.

SELECTED EXPERIENCE

Tech Lead - PriceRunner/Klarna

2018-2022

As Frontend Platform Lead, I helped scale the product to new markets.

Frontend Lead - SVT

2016-2018

As SVTs Frontend Lead, I facilitated many cross-products and cross-competencies projects, like implementing https.

SKILLS

Performance, Architecture, Testing, DevOps, DX, UX, Technical SEO, Debugging, Teaching, Mentoring, Technical strategy, Incremental migrations, Monorepo

LANGUAGES & FRAMEWORKS

JavaScript, TypeScript, React, Node (Express), Next.js, Html, CSS

LIBRARIES & TECHNOLOGIES

Redux, React Query, React Router, GraphQL, URQL, Apollo, Jest, React Testing Library, Cypress, CSS-in-JS, Styled Components, Emotion, SASS, BEM, CSS Modules, Tailwind, Service Workers, Headless CMS, Contentful, Nx, Storybook, Websockets, TipTap, ProseMirror, Prisma

TOOLING & DEVOPS

Webpack, Babel, Parcel, Rollup, GitLab CI, Sentry, Docker, Grafana, Prometheus, Kibana, Vercel, PlanetScale, Clerk

OLDER EXPERIENCE

Java, Python, C#, SQL, PHP, ASP.net, jQuery, Backbone, AWS, Heroku, Jenkins, Flow, Socket.io, Akamai, Prismic, Redis, MongoDB, New Relic

PROFESSIONAL EXPERIENCE

Frontend Consultant - Lysa

Nov-Aug 2023-24

Lysa is a FinTech company focused on making it simpler to save smarter. It automatically invests its customers' money in global ETF:s and index funds and rebalances the portfolio to keep the risk balance intact over time. I covered for a person on parental leave in the Core team, which focuses on onboarding and the deposit and withdrawal flows. The work involved a wide variety of tasks, including working on the React Native app, building a reusable abstraction for BankId (a Swedish eID provider) and developing an internal experimentation framework.

TypeScript | React Native | BankId | Experiment Framework
| Cloudflare | Plausible | Sentry | React Router | GitLab CI |
React Intl

Fullstack Consultant - PartyKit

May-June 2023

PartyKit is an early stage startup building an open source platform for collaboration. It provides a toolkit as well as infrastructure and hosting to easily build collaborative real time experiences. I was brought in as the first person beside the founder Sunil Pai to build the foundation and first usable proof of concept for the admin dashboard where users can manage their teams and projects, see statistics etc. That is, to independently build a beta Infrastructure as a Service front from the ground up in just a few weeks.

TypeScript | Next.js | Server Components | React Query | Prisma |
PlanetScale (Distributed MySQL) | Vercel | Authentication using
Clerk | Tailwind | Radix UI | Cloudflare

Frontend Consultant - Verb AI

Feb-April 2023

Verb is a small London-based startup building the service [Verb.ai](#), which provides AI-enhanced tools for authors. My role was to bridge the gap until more employees were in place and independently deliver high quality features at speed to help the project move from beta to a release ready state.

TypeScript | GraphQL with URQL | Tailwind | TipTap | ProseMirror |
Radix UI | Streaming data/EventSource/SSE | AWS Amplify & AppSync
| LLM | Prompt Engineering | Implemented Dark Mode

Tech Lead - PriceRunner/Klarna

2018-2022

PriceRunner is a comparison shopping service in Sweden, Denmark and the UK that was acquired by Klarna and is now available in the US.

EDUCATION

Master's Degree in
Cognitive Science - Human
Factors and Complex Systems
Engineering

ROLES

- Tech Lead
- Fullstack Developer
- Frontend Lead
- Frontend Developer
- Platform Developer

INDUSTRIES

- Shopping comparison
- News and journalism
- Adtech
- FinTech
- Infrastructure as a Service
- B2C
- B2B

WAYS OF WORKING

Git, GitHub, GitLab,
Bitbucket, Agile, Scrum,
Kanban, Jira, Trello, VS
Code, Windows/Mac/Linux,
Pair/Mob programming

PROJECTS & ENGAGEMENTS

- React Query Contributor
- React 18 Working Group
- React Server Components Working Group
- Stockholm ReactJS organiser (previous)

ephem.dev/projects

TEACHING & SPEAKING

- React Advanced Conference (upcoming)
- Talk at Stockholm ReactJS
- Interviewed in the Frontend Greatness Podcast
- Redux patterns workshop
- React Hooks workshop
- React Testing Library workshop

ephem.dev/speaking

Though I worked in a few different teams, I spent the most time in Platform/Frontend Core and did a lot of work on the internal tooling and architecture powering the other teams.

Web Performance

Performance is an important UX concern and I helped create a performance aware company culture and led the multi-year frontend effort to improve it. Among other things, this included:

Build tooling | Code splitting | Third party code optimizations |
React optimizations | Image optimizations | Font optimizations |
Dynamic rendering | Implementing monitoring

Outcomes: *We raised Lighthouse performance scores from ~40 to ~75 for our main page types, got all our Core Web Vitals from red to green and together with backend hit <300ms response time for our users.*

Server rendering, Routing & Data fetching

I was responsible for our custom server rendering framework, including the DX around routing and data fetching. To improve our data fetching story, I identified React Query as a good match for us and contributed missing SSR and hydration support to the library for the added benefit of the millions of developers using it. I also implemented:

Nested routing | Route overrides for different markets | Unified loading experience | Error handling abstractions

DevOps

I strongly believe a good Developer Experience is necessary for creating a great User Experience. Two ways I worked with this at PriceRunner was by implementing better support for logging, monitoring and debugging and by optimising build times in both development and CI to enable quick feedback loops.

Outcomes: *Reduced development initial build times from >1.30m to <20s, incremental build times to <1s, reduced CI build times by >50%, implemented Sentry for finding client errors, granular logging and error handling.*

Technical Strategy

When I joined the company it was in the early stages of a big technical rewrite by a newly put together tech department which I helped scale from ~10 to ~25 FE developers. I had a big part in technical direction for the frontend and ran several multi-year technical projects with good results, for example:

- I foresaw the complexities of scaling to new markets ahead of time and prepared the technical groundwork so it was ready when the business needed it.
- I foresaw how performance would start affecting SEO long before Google announced it, giving us time to prepare.
- I repeatedly found incremental strategies for tackling big technical debt projects and migrations without disrupting day-to-day work.

Other

- Enabled TypeScript support and incremental migration strategy
- Helped create internal design system
- Implemented React Testing Library and internal test framework
- Shifted frontend testing strategy from unit to integration testing
- Implemented support for e2e-testing
- Wrote Babel/Webpack plugins for internationalisation
- Technical SEO and SEO a/b-testing

Frontend Lead - SVT

2016-2018

In 2016 I was promoted to Frontend Lead for all of the Swedish Public Service Television Company digital services, but I also kept developing SVT News at 50%. The lead role at SVT mainly consisted of coordination and facilitation, leading the work of the cross-team competence guild, coordinating with other competence leads, proposing and facilitating cross-team and cross-competencies projects and task forces, encouraging competence sharing, onboarding new employees as well as helping with employer branding and recruiting. Also:

- Led the work to develop and maintain a Frontend Tech Vision
- Helped coordinate and implement https across all of SVTs services
- Led a working group that developed a set of code guidelines and best practices
- Maintained and updated the minimum browser support list based on user statistics

Frontend Developer - SVT News

2015-2018

When I joined SVT News, it was in the middle of a migration process to React. Accessibility, SEO, Performance and progressive enhancement via a fully server rendered site that worked even without JavaScript in the browser were things that I worked with a lot. I also built an AMP version of the site, helped implement GraphQL and much more.

Frontend Developer - Znaptag

2014-2015

Znaptag was a startup company in the adtech space targeting in-image advertising. I was an early employee and started out manually converting

flash-based ads to HTML5/JS. Because images vary in size, the ads themselves needed to be responsive and I quickly developed an ad-engine/runtime and a declarative JSON-based ad format to ease and scale the conversion process. The runtime was designed for minimal performance impact and ran on prestigious sites like The Guardian.

I also built the company website on top of a headless CMS, but my biggest achievement was building Vivify, a web based collaborative animation platform for responsive ads that replaced flash as a tool for the designers. This exported the declarative ad format that was then run by the ad runtime. Vivify was built with React 0.12.

Solutions Expert - Dialing

2013-2014

First employee at a startup building a web based customer support and telemarketing system. I worked with a bit of everything; UX, support, solutions architect, configuration, scripting and sales support.