Radwan Atassi

Ecommerce & CMS Consultant and Architect

radwan@radwan-atassi.com Copenhagen, Denmark radwan-atassi.com
linkedin.com/in/radwan-a-7b42b5126

SUMMARY

Ecommerce and CMS consultant and architect based in Copenhagen, working with mid-size and large companies on Shopify, Optimizely and Dynamicweb, backend integrations to CRM and other third-party systems, order management and custom development in .NET and C#. Currently Senior Backend Developer and Architect in the Intelligent Charging team at Clever, where my responsibilities include backend and infrastructure design and development, architectural decisions, and design and code reviews.

EXPERIENCE

Apr 2025 – Present
Copenhagen

Clever

Senior Backend Developer and Architect · Team: Intelligent Charging

Part of the Intelligent Charging team, which focuses on backend systems and Clever's smart-charging ecosystem.

- Backend and infrastructure design and development
- Architectural decisions
- Design and code reviews
- Contributing to technical standards where applicable

.NET C# Azure Functions Azure App Service Azure Event Hubs Azure Service Bus Azure SQL

Aug 2021 – Mar 2025
Copenhagen

Aller Media

Backend development at a Nordic media group, including work on a multi-brand migration from Umbraco to Optimizely CMS.

.NET Optimizely CMS Optimizely Commerce Azure

May 2021 – Jul 2021
Copenhagen

2People

TECHNICAL FOCUS

Backend engineering	.NET · C# · REST APIs · Backend service design
Cloud & infrastructure	Microsoft Azure · Azure Functions · Azure App Service · Azure API Management · Infrastructure as code · CI/CD
Distributed systems	Microservices · Event-driven architecture · Azure Event Hubs · Azure Service Bus · Asynchronous messaging · Data ownership and service boundaries
Data & persistence	Azure SQL
Commerce & integrations	Ecommerce and commerce infrastructure · Shopify · WooCommerce · Optimizely CMS and Commerce · Umbraco · Dynamicweb · CRM integration · Order management · Content management · Enterprise integrations · External API integration

SELECTED PROJECTS

Clever	**Backend systems for an intelligent EV charging ecosystem** Backend and infrastructure engineering in Clever's Intelligent Charging team, which focuses on backend systems and the smart-charging ecosystem.
Aller Media	**Multi-brand CMS migration: Umbraco to Optimizely** Backend work on moving multiple brand sites from an Umbraco CMS to Optimizely CMS.

LANGUAGES

English — Fluent **Danish** — Fluent **Arabic** — Native