

Yotam Faraggi

Senior Full-Stack Product Engineer

Senior Full-Stack Product Engineer with 10+ years building customer-facing software across healthcare, e-commerce, fintech, and enterprise systems. End-to-end ownership from product definition and architecture through full-stack implementation, integrations, deployment, and iteration.

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in LinkedIn | gh GitHub | cv Portfolio

PROFESSIONAL EXPERIENCE



Independent Full-Stack Product Engineer

Nov 2025 - Present
Berlin

CartShift Studio INDEPENDENT VENTURE

Self-directed product engineering work across full-stack web products, e-commerce systems, and AI-assisted workflows.

- Own product definition, UX, architecture, implementation, integrations, deployment, and continuous iteration across independent products.
- Build with Next.js, React, TypeScript, Node.js, APIs, data services, cloud tooling, and AI-assisted development workflows.
- Explore and validate new product ideas with a focus on real user needs and impact.



Full Stack Developer & R&D Lead

Jul 2021 - Nov 2025
Tel Aviv

Curalife

Owned business-critical customer-facing product work across telemedicine and e-commerce, from product definition through production.

- Defined, architected, and built a HIPAA-compliant telemedicine acquisition product end-to-end, including patient UX, backend logic, integrations, operational tooling, and GCP infrastructure.
- Designed an insurance-eligibility integration layer for complex healthcare APIs, normalizing dynamic responses and failure cases while protecting sensitive health data.
- The product became a major customer-acquisition funnel and led to modernization of Shopify/HubSpot customer systems.



Software & Integration Developer

Aug 2019 - Jul 2021
Tel Aviv

ParagonEX

Built high-traffic web products and production integrations for fintech affiliate operations.

- Developed and optimized WordPress solutions using Sage and Laravel, and built integrations between affiliate systems and core platform services.
- Improved frontend build processes and loading performance across production websites.

EARLIER EXPERIENCE



E-Commerce Founder & Developer

Apr 2018 - Jul 2019

Self-Employed

Built and operated DTC storefronts, payments, fulfillment, analytics, acquisition, and conversion.



Integration Developer

Feb 2017 - Mar 2018

HOT

Enterprise integrations using Oracle OSB, WebLogic, DataPower, and JMS.



Integration Developer

Mar 2016 - Dec 2016

Leumi Bank

High-availability banking integrations with WebSphere ESB, Integration Bus, and DataPower.



Entrepreneur & Freelance Developer

Oct 2014 - Feb 2016

Self-Employed

Delivered web and integration projects, plus independent products from requirements to launch.



Software Developer

Dec 2013 - Sep 2014

Elbit Systems

Real-time C++ command-and-control software.



Software Programmer

Mar 2011 - Sep 2014

Mamram / Technical Systems Unit

Distributed integration systems and legacy modernization.

SELECTED PRODUCTS



StarLinker

starlinker.io

AI-assisted planning product with a real-time voice agent, permissioned actions, live UI updates, and undo.



RightFlow

right-flow.com

Full-stack workflow and automation product owned from definition through production, with integrations and AI-assisted workflows.



Liquid Loom

GitHub

Open-source engineering layer for Shopify Liquid themes with deterministic builds, ownership diagnostics, and agent-readable architecture.

CORE SKILLS

FULL-STACK

React · Next.js · TypeScript · Node.js · Tailwind CSS

APIS & COMMERCE

REST · GraphQL · Webhooks · Shopify APIs · HubSpot · Stripe

PRODUCT ENGINEERING

Product definition · System design · API design · Reliability

CLOUD & DATA

PostgreSQL · GCP · Firebase · Vercel · Docker · GitHub Actions

AI-ASSISTED PRODUCTS

LLM APIs · OpenAI · Claude · Voice/agent workflows · AI tooling

ENTERPRISE INTEGRATION

IBM Integration Bus · WebSphere · Oracle OSB · DataPower · JMS

EDUCATION

Basmach

Programming Course (Mamram) · 2011

Bar-Ilan University

Mathematics Program for Talented Youth · 2006 - 2008

LANGUAGES

Hebrew

Native

English

Fluent

German

Beginner