JULIAN BRÄUCKER
WEB DEVELOPMENT · SHOPWARE & WORDPRESS · AI

Birkenstraße 12
40233 Düsseldorf
+49 211 174 205 79
hi@jbraucker.com



// CV · FREELANCER PROFILE

Full-Stack Web Developer.

with an eye for design · print · UI · 3D · vector · AI & automation

WEB	LINKEDIN	XING	ENGAGEMENT
jbraucker.com	in/julian-bräucker-a504041a1	Julian_Braeucker	Remote · on site in NRW

// 01 Profile.

Designer at heart, developer by conviction: freelance **Full-Stack Web Developer** based in Düsseldorf, Germany, with over 10 years of experience in web development, self-employed since 2018. I bring design, code and AI together. For mid-sized companies, manufacturers and retailers I take on front end, back end and AI automation, and I am the contact for everything technical.

Focus areas: **Shopware 5/6** (migrations, configurators, integrations), **WordPress themes & plugins**, **TypeScript**, **React / Next.js**, **Tailwind CSS**, **FreeMarker**, **Three.js / WebGL / GLSL**, **GSAP** and SVG, plus **LLM integration** with OpenAI and Claude. Own product: the Doppelgänger, a maintenance service for WordPress and Shopware. Clients include Eckelmann, Schäfer Shop, JuCad (JUTEC) and Fortuna Düsseldorf.

10+ years
of experience in web development

since 2018
self-employed / freelance

Remote · Düsseldorf
nationwide, on site in NRW

German · English
native · fluent (C1)

// 02 Core skills.

Web development
Websites, shops and web apps, from the interface through APIs to the database. Fast, accessible and easy for the team to maintain.

TypeScript · React · Next.js · Node.js · PHP 8 · PostgreSQL · REST · GraphQL · Docker

Shopware & WordPress
Shop systems and CMS: migrations, configurators, custom themes and ERP integrations.

Shopware 5 / 6 · Twig · WordPress · WooCommerce · FreeMarker · Tailwind CSS · XML / ERP export

AI & automation
Automating recurring processes and bringing AI into existing systems, from document processing to assistants.

OpenAI · Claude · Python · LLMs

3D & WebGL
Interactive 3D scenes, product configurators and browser games with custom shaders.

Three.js · React Three Fiber · GLSL · WebGL2 · Blender · glTF · Draco

Animation, motion & SVG
Scroll storytelling, micro-interactions and animatable vector graphics: motion that guides the eye.

GSAP · ScrollTrigger · Lottie · Web Animations API · SVG · SVGO

Design & print
UI design, prototyping and print-ready media. Trained media designer for digital and print.

Figma · Illustrator · Photoshop · InDesign · After Effects · DaVinci Resolve

Skills matrix.

Self-assessment: Basics → Expert (5 / 5)

Frontend

8 entries

TypeScript	
JavaScript (ES6+)	
React	
Next.js	
HTML5	
CSS3 / Sass	
Tailwind CSS	
jQuery	

CMS, e-commerce & templating

8 entries

WordPress themes	
WordPress plugins	
Gutenberg / block editor	
ACF	
WooCommerce	
FreeMarker (FTL)	
Shopware 5 / 6 / Twig	
Headless CMS	

Backend & data

6 entries

PHP 8	
Node.js	
REST / GraphQL	
PostgreSQL	
MySQL / MariaDB	
ERP / XML integration	

AI & automation

3 entries

OpenAI / Claude API	
LLM integration	
Python	

3D, WebGL & animation

8 entries

Three.js	
WebGL / GLSL	
React Three Fiber	
Blender / glTF	
SVG animation	
GSAP / ScrollTrigger	
CSS animation	
Lottie	

Design

7 entries

Figma	
Photoshop	
Illustrator	
InDesign	
After Effects	
DaVinci Resolve	
Print / prepress	

DevOps & workflow

7 entries

Git / GitLab / GitHub	
Vite / Webpack	
npm / Composer	
Docker	
CI/CD (GitLab CI, GitHub Actions)	
Linux / SSH	
Jira / Scrum	

Projects.

SINCE
05/2020

INDUSTRY
Sporting goods: golf trolleys & accessories

ROLE
Responsible for the shop system and IT

ENGAGEMENT
Freelance, long-term

JuCad

JUTEC Biegesysteme GmbH · jucad.de · Shopware shop, 3D & configurator

Online shop of a manufacturer of golf trolleys and accessories, in eight languages. Looking after the Shopware 5 shop since 2020, migrated it to Shopware 6 in 2025, and since then responsible for the entire shop system and the company's IT.

- Migration from Shopware 5 to Shopware 6 (data, theme, extensions, eight languages)
- Caddyfinder and caddy configurator; 3D models of the caddies on the product pages (WebGL)
- Automated XML export for the ERP system; careers and service pages
- All of the IT; technical contact between JuCad and its agencies (SEO, SEA, GEO, middleware)

Shopware 6 · Shopware 5 · Shop migration · Twig · PHP 8 · Symfony · WebGL · Three.js · Product configurator · XML / ERP export · Multilingual · IT administration

SINCE
05/2020

INDUSTRY
B2B mail order, office & business supplies

ROLE
Front-end development in Scrum teams

ENGAGEMENT
Freelance, several teams

Schäfer Shop

schaefer-shop.de · B2B online shop

Freelancing in several Scrum teams of a large B2B mail-order retailer. Building UI relaunches to a given design in the company's own shop system on Java and FreeMarker, which is gradually moving to Nuxt.

- CMS pages, product detail page and checkout in the new design
- Templates in Apache FreeMarker (FTL) on the Java-based shop system
- Component system with Tailwind CSS and TypeScript
- Agile collaboration in Scrum teams (sprints, reviews, Jira, Git)

FreeMarker · Java shop system · TypeScript · Tailwind CSS · Component system · Checkout · Scrum · Jira · Git

SINCE
08/2022

INDUSTRY
Industrial automation & digitalization

ROLE
Development to a given design

ENGAGEMENT
Freelance, remote

Eckelmann AG

eckelmann.de · Corporate website

Website of a full-service provider of industrial automation and digitalization, in German and English. The design built as a custom WordPress theme; the team maintains the content itself in the page builder.

- Mega menu for products and solutions
- Interactive company history
- Complex service forms
- Ongoing maintenance with the Doppelgänger

WordPress · PHP 8 · JavaScript · Theme development · Page builder · Multilingual (DE/EN) · Forms · Maintenance

Projects.

SINCE
10/2020

INDUSTRY
Industrial automation, control & building technology

ROLE
Development to a given design

ENGAGEMENT
Freelance, remote

Trapo GmbH
Corporate website

Website of a provider of industrial and building automation, in the same market segment as Eckelmann. The given design built as a custom WordPress theme; the team maintains the content itself in the page builder.

- Mega menu for products and solutions
- Interactive company history
- Responsive, fast and search engine optimized; ongoing support

WordPress · PHP 8 · JavaScript · Theme development · Page builder · SEO

The Doppelgänger
Own product · maintenance service · doppelgaenger.tech — since 09/2026

My own maintenance service for WordPress and Shopware: every website gets a twin where updates and changes are tested first, plus nightly security checks and a complete dossier. In use at JuCad, Eckelmann and the Academy of Fine Art, among others.

- Concept, brand and product website
- Staging, sync and deploy workflows for WordPress and Shopware
- Nightly security checks, monitoring and versioning (“the dossier”)
- Custom admin plugin with change detection and selective publishing

WordPress · Shopware · PHP 8 · DevOps · Staging · CI/CD · Monitoring · Git · Branding · Own product

SpaceSnake
Own project · 3D browser game · spacesnake.online — since 10/2023

The Snake classic as a 3D browser game, extended with power-ups for tight spots. Runs smoothly on smartphones too. Game idea, 3D and development all my own.

- Game logic and controls
- Power-ups to collect and use
- Custom shaders for glow and particles; fast on mobile devices

Three.js · React Three Fiber · GLSL · WebGL · TypeScript · Game design · Own project

since 01/2022

Trustventure
trustventure.de · Corporate website

Website of a consulting team for growing companies. Design provided, built as a WordPress theme with parallax, animated intros and an industry slider.

WordPress · PHP · JavaScript · Parallax

since 09/2024

Academy of Fine Art
academy-of-fine-art.com · Art academy

Design, custom WordPress theme, application form for the study programs and a gallery of student work; maintenance with the Doppelgänger.

WordPress · PHP · JavaScript · UI design

since 02/2025

jonasgeissler.de
Website · Design & development

Personal website including design, a custom theme and maintenance with the Doppelgänger.

WordPress · PHP · Figma

Projects.

2017 — no longer online

Fortuna Düsseldorf

UI design · Online shop

Design of shop interfaces and campaign visuals for the official fan shop of the traditional football club.

UI design · E-commerce · Photoshop · Figma

2024 — no longer online

del-wintergame

Event website · WordPress

Website for the DEL Winter Game 2024, the open-air derby of Adler Mannheim against Löwen Frankfurt. Design, build and operation for the event.

WordPress · PHP · UI design · Responsive

since 10/2021 — no longer online

jazzcandy.de

Online shop · Magento, later Shopify

Complete shop build with Magento including theme, payment and shipping; later migrated and set up again on Shopify.

Magento · Shopify · Liquid · Shop migration

since 05/2019 — no longer online

iconpro.com

Corporate website · WordPress

Corporate website all from one person, from concept and design to the development of the custom theme.

WordPress · PHP · UI design · CSS3

SINCE
01/2018

CLIENTS
Mid-sized companies, manufacturers, retailers, agencies

More projects & ongoing support

- AI integration and workflow automation with OpenAI and Claude: document processing, assistants inside the client's own system
- Corporate websites and landing pages with WordPress and React / Next.js
- Interactive WebGL scenes and 3D product views with Three.js, React Three Fiber and custom GLSL shaders
- SVG illustrations, icon systems and micro-interactions with GSAP, CSS and Lottie
- Print: business stationery, brochures, flyers and trade fair material including prepress
- Maintenance, updates, monitoring and security for WordPress and Shopware with the Doppelgänger

OpenAI · Claude · Python · Next.js · React · Three.js · GLSL · GSAP · Lottie · InDesign · Docker

Career & education.

01/2018 – present

Self-employed · Full-stack web developer & designer

jbraucker.com, Düsseldorf

Websites, shops and web apps for mid-sized companies, manufacturers and retailers: front end, back end and AI automation, 3D/WebGL and motion, design and print. Own products: the Doppelgänger (maintenance service for WordPress and Shopware) and SpaceSnake.

04/2017 – 10/2019

Computer science studies

Heinrich Heine University Düsseldorf · alongside self-employment

Programming fundamentals, algorithms and data structures, databases, theoretical computer science.

07/2015 – 01/2018

Apprenticeship as media designer, digital and print

Design & technology track · Webweisend Media GmbH · IHK (Chamber of Commerce) qualification

Web design and front-end development, print media, typography, image editing, prepress, client projects.

10/2013 – 06/2015

Game design studies

Trier University of Applied Sciences

3D modeling, real-time graphics, interaction design: the foundation of today's WebGL work.

09/2012 – 08/2013

Year abroad in Australia

Work & travel · hospitality, agriculture, sales, trades

09/2003 – 06/2012

Abitur (university entrance qualification)

Gymnasium Meinerzhagen · advanced courses in mathematics and physics

Languages

German
Native

English
Business fluent (C1), one year abroad

Industries

Industry & automation · B2B e-commerce · Software / SaaS · Golf & sporting goods · Professional sports & events · Consulting & finance · Education & art

Way of working

Agile (Scrum, Kanban) · Git flow & code reviews · Design to code · Experienced in remote work · Direct client communication

Logistics

Remote or on site (NRW)
Availability: on request
Driving license (class B)

Plain-text profile.

Summary for automated screening

Name: Julian Bräucker
Position: Full-Stack Web Developer, Frontend Developer, WordPress Developer, WebGL / 3D Developer, Shopware Developer, AI / Automation Developer
Status: Freelancer since 01/2018 · over 10 years of experience in web development · based in Düsseldorf, NRW, Germany · remote and on site
Contact: hi@jbraucker.com · +49 211 174 205 79 · jbraucker.com · linkedin.com/in/julian-bräucker-a504041a1 · xing.com/profile/Julian_Braeucker
Languages: German (native), English (C1)

Programming languages: TypeScript, JavaScript (ES6+), PHP 8, Python, HTML5, CSS3, Sass/SCSS, GLSL, SQL

AI & automation: LLMs, OpenAI API, Claude API, Python, workflow automation, document processing, AI assistants, REST, PostgreSQL

Frameworks & libraries: React, Next.js, Node.js, Tailwind CSS, Three.js, React Three Fiber, GSAP, ScrollTrigger, Lottie, Web Animations API, jQuery

CMS, e-commerce & templating: WordPress (theme development, plugin development, Gutenberg / block editor, ACF, WooCommerce, REST API, Multisite), Shopware 6, Shopware 5, Magento, Shopify, Liquid, shop migration Shopware 5 to 6, product configurator, ERP integration, middleware, Apache FreeMarker (FTL), Twig, headless CMS

3D, graphics & animation: WebGL, WebGL2, Three.js, GLSL shaders, glTF, Draco, Blender, 3D product configurator, browser games, SVG, SVG animation, vector graphics, illustration, motion design, CSS animation, micro-interactions

Design & Tools: Figma, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe XD, DaVinci Resolve, video editing, design systems, prototyping, wireframing, print design, prepress, corporate design

DevOps & workflow: Git, GitLab, GitLab CI, GitHub, GitHub Actions, CI/CD, Docker, Vite, Webpack, npm, Composer, Linux, SSH, MySQL / MariaDB, PostgreSQL, GraphQL, staging, monitoring, hosting, deployment, Jira, Scrum, Kanban, IT administration, agency management (SEO, SEA, GEO)

Quality: Responsive design, mobile first, accessibility (WCAG 2.1), performance optimization, Core Web Vitals, technical SEO, cross-browser testing

Projects: JuCad / JUTEC Biegesysteme GmbH, jucad.de (since 05/2020; Shopware online shop in eight languages, migration from Shopware 5 to Shopware 6 in 2025, Caddyfinder, caddy configurator, 3D models with WebGL, XML export for ERP, all of the IT, agency management SEO/SEA/GEO) · Schäfer Shop, schaefer-shop.de (B2B online shop, front end in Scrum teams, FreeMarker, Java shop system, TypeScript, Tailwind CSS, checkout, product page) · Eckelmann AG, eckelmann.de (corporate website DE/EN, WordPress theme, mega menu, interactive company history, service forms) · Trapo GmbH (corporate website, WordPress theme to a given design, mega menu, interactive company history) · The Doppelgänger, doppelgaenger.tech (own product, maintenance service for WordPress and Shopware, staging, sync, deploy, nightly security checks) · SpaceSnake, spacesnake.online (own 3D browser game, Three.js, React Three Fiber, GLSL shaders) · Trustventure, trustventure.de (WordPress, parallax, animation) · Academy of Fine Art, academy-of-fine-art.com (design and WordPress theme) · jonasgeissler.de (WordPress) · Fortuna Düsseldorf (UI design, online shop) · DEL Winter Game 2024 (WordPress event website, Adler Mannheim vs. Löwen Frankfurt) · jazzcandy.de (online shop, Magento, Shopify, migration) · iconpro.com (corporate website, WordPress, design and development)

Industries: Mid-sized companies, manufacturing, automation, retail, B2B e-commerce, sporting goods, golf, professional sports, events, games, software, consulting, education, art

Education: Media designer, digital and print, design and technology track (IHK, 2018) · Computer science studies, HHU Düsseldorf (2017–2019) · Game design studies, Trier University of Applied Sciences (2013–2015) · Abitur (2012)