

Pontus Norup

[Portfolio](#) & [LinkedIn](#)

Summary

Versatile Software Engineer with a track record of delivering high-impact solutions for global brands like Mary Kay and PayPal, as well as launching startups from MVP to acquisition. Expert in building full-stack applications with a focus on scalable architecture, CI/CD automation, and cross-platform mobile development.



Experience

PixlMedia Scandinavia AB | Co-Owner & Software Engineer Aug 2025 – Present | Gothenburg, Sweden (Hybrid)

- Co-leading a digital media agency, overseeing technical strategy and delivery for client projects.
- Architecting web solutions with a focus on performance, SEO, and user conversion.
- Managing end-to-end project lifecycles, from initial client discovery to deployment and maintenance.

Webbhuset AB | Software Engineer Oct 2024 – Aug 2025 (11 months) | Gothenburg, Sweden (Hybrid)

- Developed and maintained complex e-commerce solutions and web applications.
- Collaborated in a professional agile environment, contributing to code reviews and architectural decisions.
- Optimized frontend performance and integrated backend APIs to improve user experience for high-traffic sites.

Loovi Health | Fullstack/App Developer Intern July 2024 – Oct 2024 (4 months) | Remote

- Contributed to the development of health-tech features using the MERN stack.
- Translated UI/UX designs into responsive, accessible React components.
- Assisted in the integration of secure data handling practices for sensitive user information.

Personal information

Gothenburg, Sweden

+46760105956

pontus@pixlmedia.se

Hobbies: Photography & climbing

Nationality: Swedish 🇸🇪

Drivers Licence: Yes ✅

Competence

Problem solving & Analysis



Organised & Structured



Collaboration & Adaptability



Challenges & Enthusiasm



Commitment & Learning



Languages

Swedish



English



Japanese



Technical Skills

Languages:

TypeScript, JavaScript (ES6+), Functional Programming (Elm), PHP, HTML5, CSS3.

Frontend & Mobile:

React, React Native, Next.js, Expo, Tailwind CSS.

Backend & API:

Node.js, Express.js, GraphQL, REST APIs, WebSocket, Firebase Auth.

Infrastructure & DevOps:

CI/CD (GitHub Actions), Google Cloud Services (GCP), Linux (Ubuntu), System Administration, Server Management.

Database:

MongoDB (NoSQL), MySQL.

Education

Pepper Code Academy | Software Engineering Boot Camp *Nov 2023 – July 2024*

- Intensive full-time program focused on modern Fullstack development.
- Completed 400+ hours of coding, including weekly pair programming and architecture workshops.