

ALEXANDRA HOCKETT

Next.js Full Stack Developer | React & TypeScript | AI Integration

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ABOUT ME

I came to web development on purpose. After years managing teams and businesses across Portugal and the UK, I made a deliberate decision to transition into tech - not because I had to, but because I wanted a career I could grow in for the long term, while being present for my family.

What I've found is that my background makes me a better developer. I understand why a project matters to a business, not just what the brief says. I've managed budgets, led people, handled frustrated clients, and kept things running under pressure - which means I communicate differently than most developers and I rarely lose sight of what needs to ship.

Since making the transition in late 2023, I've built two commercial platforms for real clients and launched my own production SaaS with 25+ AI model integrations. I work mostly in Next.js 15 and TypeScript, with a focus on clean architecture and real-world results.

TECHNICAL SKILLS

Core stack: Next.js 15 (App Router, Server Components, Server Actions, API Routes) • React 19 • TypeScript • JavaScript ES6+

Frontend: React Hooks • Context API • GSAP • Framer Motion • Responsive Design • Mobile-First • PWA • Accessibility (WCAG)

Styling: Tailwind CSS v4 • CSS Modules • Sass/SCSS • CSS Grid • Flexbox

Backend & data: Prisma ORM • PostgreSQL (schema design, query optimisation) • RESTful APIs • SSR • SSG • Node.js

AI & integrations: Multi-API Integration (OpenAI, Google, Runway, FAL.ai, HeyGen, ElevenLabs) • Stripe • Supabase (Auth, Storage, RLS) • Firebase

Performance & SEO: Core Web Vitals • Lazy Loading • Bundle Optimisation • Technical SEO • Lighthouse

Workflow & DevOps: Git • GitHub • CI/CD pipelines (GitHub + Vercel) • GitHub Organisations • Agile iterative delivery

Languages: English (Fluent – UK) • Portuguese (Native)

COMMERCIAL PROJECTS

Penponds Pottery - UK Client | <https://penpondspottery.co.uk> | Next.js 15, TypeScript, Tailwind CSS v4

A full e-commerce website for a British ceramics artist, built from scratch and managed entirely remotely. I handled everything from the initial brief through to deployment — which meant understanding what a small UK business truly needed, not just what was technically possible. The result is a site the client can manage herself without needing a developer for every small change.

Code AI Studio - Personal SaaS | <https://codeaistudio.com> | Next.js 15, TypeScript, Tailwind CSS v4, Prisma, PostgreSQL

This started as a personal tool I built to make my own work easier, and grew into a full commercial platform. It integrates 25+ AI models across image, video and avatar generation, with a credit-based system, commercial licensing, and a proper admin panel.

The interesting engineering problems were around reliability: video generation can take minutes, which breaks Vercel's 60-second limit. I solved this with async task polling and session recovery so users never lose their work mid-generation. There's also a fallback chain system that automatically switches providers when a model fails, keeping the platform running even when individual APIs have issues.

Integrated models include GPT Image 1.5, Gemini 2.5 Flash/Pro, Imagen 4, Stability AI, Flux 2 Pro (image), Sora Turbo/2/2 Pro, Kling V2.6, Runway Gen 4/4.5, Google Veo 3.1 (video), FAL.ai Kling Avatar V2 with ElevenLabs/Gemini TTS in 30 voices across 24 languages (avatar), plus an Autonomous Agent System for social media scheduling and a persistent AI Companion. Full GDPR compliance with C2PA/IPTC AI labelling.

Coutale Portugal - PT Client | <https://coutaleportugal.vercel.app/pt> | Next.js 15, TypeScript, Supabase, Firebase, Stripe, NextAuth

A full e-commerce and B2B platform for the exclusive Portuguese distributor of a premium French corkscrew brand — a real business with ★5.0 reviews, Top 5% Best SMEs Portugal 2023, and coverage in the country's leading wine publication.

The most interesting part was the custom laser engraving editor — a canvas tool built entirely from scratch, supporting free text, image upload, QR codes, and per-product engraving zones, with no third-party plugin. I also built

a separate production dashboard for the workshop team with role-based access (staff see orders without pricing; the owner sees everything), automated invoice generation via InvoiceXpress, Telegram notifications, a Leaflet.js wine producers map, a native Google Shopping feed, and full B2C + B2B portals with MB WAY and Multibanco payment support.

PROFESSIONAL EXPERIENCE

Next.js Full Stack Developer & Freelancer

Nov 2024 - Present

AHockett - Portugal (Remote)

Building commercial web applications for clients in Portugal and the UK, alongside my own SaaS products. Projects range from full e-commerce builds to AI-integrated platforms.

Curricular Internship - Educational Technology Programmer

Sep-Nov 2024

Happy Code Portugal, Lisbon

Developed a complete pedagogical guide for a React.js bootcamp aimed at teachers without a technical background - including lesson scripts, CodeSandbox exercises, graduated challenges, and step-by-step solutions. The goal was to make it possible for any generalist teacher to run the bootcamp confidently.

Supervisor / Manager

Oct 2017 - May 2023

Pastelaria Dom Sabor, Portugal

Ran the day-to-day operations of the business - team management, payroll, stock control, and customer service. Redesigned internal workflows that led to a 25% improvement in both productivity and customer retention.

Manager in Training

Feb-May 2017

Domino's, United Kingdom

Team Leader / Supervisor

Dec 2015 - Dec 2016

The Cells / The Courts (Pacheco Ltd), Colchester, UK

Frankie & Benny's, UK - Waitress (Sep-Dec 2015) • Nando's, UK - Buddy Trainer (Jun 2014-Aug 2015) • Irish & Co, Lisbon - Waitress (prior)

EDUCATION

Level 4 Certification in Computer Programming

Sep 2023 - Sep 2024

Instituto de Emprego e Formação Profissional (IEFP), Sintra

ASP.NET Core, Python, Java, Advanced SQL, C/C++, C#, Networks and Software Security

Level 3 Certification in Restaurant/Bar Technician

Sep 2004 - Aug 2007

Escola de Hotelaria e Turismo do Estoril (EHTE)

CERTIFICATIONS

- JavaScript Mastery Course - JS Mastery (Nov 2024)
- The Modern React 18 Bootcamp - Udemy (Oct 2024)
- Responsive Web Design - FreeCodeCamp (Mar 2024)
- SheCodes Advanced React Development (Sep 2022)
- SheCodes Responsive / Plus / Basics (2021)

VOLUNTEERING

- Web Summit Volunteer, Lisbon - Nov 2024

PERSONAL INTERESTS

Family time is at the heart of everything I do. Weekends are spent outdoors with my husband and son Jamie - exploring parks, walking along the seafront, and finding spots where we can sit in the sun with a cold beer while Jamie rides his bike. Simple moments that recharge us completely.

Food is a big part of how we connect as a couple. We share a love for Asian cuisine and make a point of trying new restaurants together - my excuse to eat dishes I'd never attempt at home! Travelling for us means sun, clear water, and zero cooking or cleaning.

In the evenings, once Jamie is asleep, my husband and I unwind together — sometimes watching a favourite series, sometimes a competitive game of "Triominos". Music keeps me cheerful throughout the day; I'm always humming or singing along, whatever the genre.