

SUMMARY

Senior Front-End Engineer with over 12 years of experience in React, TypeScript and modern JavaScript development. Skilled at building scalable, performant web applications across component-driven architectures, design systems and micro-frontends. Comfortable owning complex frontend challenges end-to-end while collaborating closely with product, design and engineering teams. Experienced mentoring developers, contributing to frontend standards and delivering reliable, user-centric solutions in fast-moving Agile environments.

PROFESSIONAL EXPERIENCE

SENIOR WEB DEVELOPER (CONTRACT) | Mastercard | Sydney, Australia Jul 2025 – October 2025

- Built and maintained an educational portal for SMEs using Adobe Experience Manager (AEM), developing custom components, templates and dialogs with HTL and Sling Models.
- Worked closely with non-technical stakeholders, helping them understand platform capabilities and guiding content and implementation decisions.
- Collaborated with design and content teams new to web delivery, ensuring alignment with brand and accessibility standards.
- Collaborated across technical and non-technical teams, flagging issues early and contributing to on-time delivery throughout the project.

SENIOR SOFTWARE ENGINEER – FRONT END | Intuit | Sydney, Australia Oct 2017 – May 2025

Worked across the full frontend stack on large-scale marketing platforms, collaborating with product, design and engineering teams to deliver outcomes across CMS, SEO, CI/CD and performance optimisation.

- Built and maintained scalable React applications with TypeScript, Next.js (SSR/SSG), Context API, micro-frontends and reusable component libraries for high-traffic production platforms. Applied hybrid rendering strategies to improve page load performance and Core Web Vitals.
- Contributed to a micro-frontend architecture using Module Federation, supporting independent team deployments within a Lerna-managed monorepo. Maintained the Australia-region frontend within this shared codebase, compiled and deployed via Jenkins CI/CD pipelines into a headless Next.js/WordPress CMS.
- Worked on a CMS migration from AEM to headless WordPress integrated with Next.js, building API abstraction layers and content delivery patterns that improved maintainability and flexibility for content teams.
- Contributed to CRO initiatives including page redesigns and A/B testing, using data and user research to improve conversion rates and overall page performance.
- Built an AI-assisted SEO automation tool for canonical and HREFLANG tag management, reducing manual effort and improving consistency across the platform. Worked with JSON schema generation and metadata optimisation to support organic search performance.
- Built and maintained component libraries and design system implementations, ensuring WCAG 2.1 accessibility compliance and cross-platform consistency. Supported Figma-to-code workflows to improve design-development handoff.
- Mentored junior developers through code reviews and pairing, supporting TDD adoption and helping establish frontend best practices within the team.
- Maintained and improved CI/CD pipelines with Jenkins and Docker, contributing to more reliable and consistent release processes.

WEB APPLICATION DEVELOPER | Modern Star Pty Ltd | Sydney, Australia Feb 2015 – Sep 2017

Front-end focused web developer for education technology products serving children's learning and development market.

- Developed end-to-end web applications using HTML5, CSS3, JavaScript (ES6+) and jQuery, building responsive prototypes with cross-browser compatibility.
- Worked closely with design teams to implement UX designs and maintain brand standards across multiple education-focused websites.

- Established UI best practices, code standards documentation and development workflows using Git, working across both Agile and Waterfall environments.
- Implemented build automation using Bootstrap 4, Grunt and modern tooling to streamline development processes.

TECHNICAL SKILLS

Frontend: JavaScript (ES6+), TypeScript, React, Next.js, Gatsby, HTML5, CSS3

State Management: Redux, Redux Toolkit, Context API, MobX, React Query (TanStack Query), Zustand

Styling: Tailwind CSS, Styled Components, SASS/SCSS, CSS Modules

UI & Design Systems: Component Libraries, Design System Implementation (Atomic Design), ShadCN, Radix UI, Responsive Design, Cross-browser Compatibility, Monorepo (Lerna, Module Federation)

CMS & Design Tools: Adobe Experience Manager (AEM), HTL (Sightly), Sling Models, WordPress (Headless), Figma, SEO Tooling

Backend: Node.js, GraphQL, REST APIs

Backend (familiar): Node.js, GraphQL, REST APIs

Cloud & DevOps: AWS, Docker, CI/CD Pipelines, Jenkins, Microservices Architecture

Testing: Jest, React Testing Library, Cypress, TDD, Performance Optimisation, Core Web Vitals

Monitoring & Observability: Splunk, Wavefront

Build Tools: Webpack, Vite, Rollup, Gulp

Web Standards: Accessibility (WCAG 2.1), W3C Standards

Experimentation: A/B Testing, Adobe Target, CRO

Other: Prompt Engineering, Git, Agile/Scrum

EDUCATION

BS in Computer Science | Virtual University of Pakistan

2002 – 2006

AWARDS AND RECOGNITION

Learning Leaders Award (Intuit) - Multiple times.