

# Shahid Ali

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## ABOUT MYSELF

Front-End Engineer with 4+ years of experience and specialized in (React.js, Next.js, PHP, Headless CMS, MySQL & MongoDB and more) with a proven record of leading projects, solving complex problems and delivering fast, scalable digital solutions that drive real business impact. Leverages AI-powered tools to accelerate development, optimize code, and enhance productivity.

## PROFESSIONAL EXPERIENCE

### Frontend Developer

04/2021–Present

#### Spiral Click

Islamabad, Pakistan

- **Built a complex admin dashboard** with **React, Next.js, and Redux**. **Worked with the backend team** to connect to **APIs with MySQL Database**, creating a smooth and reliable system for managing data.
- **Architected a decoupled CMS solution** by leveraging **WordPress as a backend & Rest APIs** for content management and **Next.js as the frontend**. This improved site reliability, simplified content workflows, and enhanced frontend performance.
- **Added key features** like **Google Maps, video players, and booking systems** to give users a complete and interactive experience.
- **Led the switch to a new design system** with **shadcn/ui and Tailwind CSS**, creating reusable building blocks that helped our team build features faster.
- **Enhanced application performance** by leveraging **Next.js Image Optimization** and lazy loading, eliminating prop drilling through **context and Redux state architecture**, and implementing **RTK Query for cached API calls**, which collectively reduced load times and elevated user satisfaction metrics.
- **Managed team projects** using **Jira and GitHub**. **Reviewed code** and **communicated daily** with designers and other developers to make sure we built high-quality products and met our deadlines.

### Web Developer

11/2019–04/2021

#### Diginos/WhatSales

Islamabad, Pakistan

- Led development of **high-performance, SEO-optimized websites** using **WordPress, Webflow, Shopify and some other CMS**, directly boosting client engagement and conversion rates.
- Built **scalable front-end interfaces** with **React.js, Tailwind CSS, GSAP and JavaScript**, and enhanced **back-end functionality** using **PHP and ACF** for custom CMS solutions.
- Improved site speed and user experience through **clean code architecture** and **strategic integrations**, resulting in higher performance scores and client satisfaction.
- Managed **end-to-end project execution**, collaborating with cross-functional teams to deliver solutions that met global client requirements on time.

## SKILLS

**Front-end:** HTML, CSS, BootStrap, Sass, Tailwind, Shadcn/ui, Ant Design, Chakra UI, MUI, JavaScript(ES6+), jQuery, TypeScript, React JS, Redux, GSAP, Context API, Rest APIs, Next JS

**Back-end:** PHP, SQL, Mongo DB

**Graphic:** Adobe Photoshop, Adobe Illustrator, XD, Figma, Canva, Filmora

**CMS & Others:** GitHub, GitLab, CI/CD, MailChimp, HubSpot, Jira, Trello, Slack, Asana, Wunderlist, Google Analytics, Google Search Console, WordPress, Joomla, Wix, Framer, Shopify, Webflow, Headless CMS, Postman

## EDUCATION

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### ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD

2016 – 2018

Bachelor of Commerce

### MODEL POST-GRADUATE COLLEGE H-8 ISLAMABAD

2013 – 2015

Intermediate of Computer Science

## PROJECTS

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### Premier Online | React JS & Next JS | (Short description of project objectives)

*A centralized admin dashboard for community management, offering intuitive control over events, clubs, and user profiles—with real-time statistics and interactive graphs to track engagement and drive growth.*

- **Architected a full-stack admin dashboard** using **Next.js**, **Redux Toolkit**, and **RTK Query** to manage data flow and seamlessly sync with a **MySQL** backend.
- **Built a text editor** with a **Tiptap** rich text editor for dynamic content creation and **React DnD** for intuitive management of events and clubs.
- **Developed data visualization dashboards** with **Recharts** to provide real-time analytics on user engagement and event statistics.
- **Engineered complex forms** with **Formik** and **Zod** for robust validation, ensuring data integrity across user profiles and event registrations.
- **Designed a reusable UI system** with **Tailwind CSS** and **shadcn/ui**, accelerating development and guaranteeing a responsive, accessible user interface.

### Sea Dubai | React JS & Next JS | (Short description of project objectives)

*A multi-lingual, high-end website for a premier marine tourism company, offering yacht tours, water sports, and event bookings, featuring a seamless user experience from discovery to reservation.*

- **Led the development of a multi-lingual platform** using **React.js** and **React i18next**, implementing dynamic content switching and localized routing for a seamless global user experience.
- **Engineered a robust booking and reservation system** with multi-step forms built using **Formik** and validated with **Zod**, ensuring data accuracy and a smooth user flow for high-value transactions.
- **Integrated multiple third-party APIs**, including **Google Maps API** for interactive location and destination displays and a payment gateway for secure online transactions.
- **Built a modern, responsive UI** with **Material-UI**, creating a visually stunning and accessible design that reflects the brand's luxury positioning across all device types.
- **Developed personalized user dashboards** with protected routes, allowing customers to view booking history and manage their reservations securely.

### Hedayah | WordPress (Headless CMS) + React JS & Next JS | (Short description of project objectives)

*A centralized admin dashboard for community management, offering intuitive control over events, clubs, and user profiles—with real-time statistics and interactive graphs to track engagement and drive growth.*

- Built a headless CMS using **WordPress REST API** and **React.js** for fast, scalable web apps.
- Used **ACF** and custom database tables with tailored **API routes** for flexible, efficient content delivery.
- Developed a **dynamic React UI** with category, collection, tag based filtering for personalized content.
- Created a custom **WordPress admin** interface for easy content management within the **headless setup**.
- Implemented **role-based access**, conditional rendering, and optimized **API integration** for performance.
- Delivered modular, **reusable components** following best practices for maintainability and scalability.