

SYED SAJID ALI

Senior Front-End Developer
| React.js, JavaScript, WordPress |



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PROFILE

Senior Front-End Developer with **10+ years of experience** designing, developing, and optimizing responsive, high-performance web applications. Strong expertise in **React.js, JavaScript (ES6+), Tailwind CSS, Next.js, and WordPress**, with proven success in **UI/UX implementation, REST API integration, SEO optimization, and performance tuning**. Experienced in **eCommerce, CMS platforms, dashboards, and scalable frontend architectures**. Adept at collaborating with cross-functional teams and leading frontend delivery for enterprise and client-facing applications.

WORK HISTORY

Frontend Developer

KMNR Engineering | March 2025 – Present
Karachi, Pakistan

Core Tasks:

- Developed responsive web applications using React.js, Redux, JavaScript (ES6+).
- Utilized Radzen UI components to accelerate UI development and maintain design consistency.
- Customized pre-built UI components to align with product requirements.
- Integrated RESTful APIs in collaboration with backend teams.
- Built reusable components and optimized rendering performance.
- Designed full application prototypes using Figma.
- Designed and developed the corporate website using WordPress.

Senior Front-End Developer

BaritechSol | October 2021 – December 2024
Karachi, Pakistan

Core Tasks:

- Led development of a Webflow-based portal with product submissions, rewards, and data charts.
- Built secure admin and user dashboards with role-based access.
- Enhanced and optimized a WordPress-based LMS.
- Resolved canonical URL and SEO issues, improving crawlability and rankings.
- Contributed to HRMS frontend development using AngularJS.
- Developed custom WordPress sites using Elementor and WP Bakery.
- Increased website performance scores through frontend optimization techniques.

PROFESSIONAL MEDIA

- **LinkedIn:**
www.linkedin.com/in/syed-sajid-ali-front-end-developer

EDUCATION

- **Bachelor of Science in Computer Science**
Sir Syed University of Engineering & Technology, Karachi, Sindh
(2012)

SKILLS & COMPETENCIES

Frontend Technologies

- HTML5, CSS3, JavaScript (ES6+)
- React.js, Next.js
- Tailwind CSS, Bootstrap, GSAP

Backend & Tools

- Node.js, Express.js
- MongoDB
- RESTful APIs
- Git, GitHub

CMS & Platforms

- WordPress, WooCommerce
- Webflow
- Elementor, WP Bakery

UI & Optimization Skills

- UI/UX Design
- SEO Optimization
- Performance Optimization
- Responsive & Mobile-First Design
- Cross-Browser Compatibility

Soft Skills

- Problem-Solving
- Analytical Thinking
- Cross-Functional Collaboration
- Effective Communication
- Time Management
- Adaptability
- Attention To Detail
- Continuous Learning

WORK HISTORY

UI Developer

NybbleTech | June 2012 – October 2021

Karachi, Pakistan

Team Lead / Project Lead (2019 – 2021)

- Managed junior developers and conducted code reviews.
- Planned and delivered multiple web development projects.
- Coordinated timelines, client communication, and resources.

WordPress & eCommerce Developer (2015 – 2021)

- Built WooCommerce-based eCommerce platforms.
- Optimized website performance and load times.
- Developed custom email templates and client documentation.

HTML & CSS Developer (2013 – 2015)

- Delivered pixel-perfect, cross-browser compatible UI implementations.
- Collaborated with designers to improve navigation and UX.

Internship (2012 – 2013)

- Converted PSD designs into responsive HTML/CSS layouts.

KEY ACHIEVEMENTS

- Increased **Google PageSpeed scores from ~35 to 90+** through frontend, image, and JavaScript optimization.
- Delivered **20+ responsive websites and web applications** using **React.js, WordPress, and Webflow**.
- Reduced page load times by **40–60%** using performance tuning and lazy loading techniques.
- Built **reusable, modular UI components**, improving development efficiency and maintainability.
- Integrated **RESTful APIs** to enable real-time data rendering and smooth frontend-backend communication.
- Led frontend development for **LMS, HRMS, dashboards, and eCommerce platforms**.
- Improved **SEO and crawlability** by fixing canonical URL issues and optimizing on-page elements.
- Converted **Figma/PSD designs** into pixel-perfect, mobile-first, cross-browser compatible interfaces.
- Mentored junior developers and supported timely delivery of client and internal projects.

INDUSTRY EXPOSURE

- Software Development & IT Services
- eCommerce & Retail
- FinTech & Trading Platforms
- Healthcare & Medical Websites
- Education & Learning Management Systems (LMS)
- HR Management Systems (HRMS)
- Corporate & Engineering Websites

KEY PROJECTS

Enterprise & Client Projects

KMNR Engineering

- Designed complete UI/UX in Figma and developed the production website.
- Implemented responsive layouts and performance optimizations.

BaritechSol

- Developed and maintained frontend components and layouts.
- Improved performance, SEO, and cross-browser compatibility.

Logo Poppin

- Built responsive UI components and optimized site performance.
- Maintained SEO elements and regular content updates.

eContentSol

- Developed responsive pages highlighting marketing and content services.
- Improved layout, readability, and mobile performance.

Interior Innovations

- Built a fully responsive eCommerce platform with product and cart flows.
- Optimized mobile-first UX and site performance.

Bondi Scrubs

- Developed mobile-first product pages and checkout flows.
- Improved SEO and performance for higher user engagement.

AAFX Trading

- Developed responsive UI components for a global trading platform.
- Integrated real-time UI elements and ensured cross-browser support.

Personal Projects

- **Weather App** – React, Tailwind CSS, API integration, Vercel deployment
- **React API Fetching App** – useEffect, useState, conditional rendering
- **React Web App** – Component-based architecture and reusable UI patterns

References: Available upon request