ABDULLAH MALIK

WEB DEVELOPER

CONTACT

- +971 55 730 6394
- asualeheen@yahoo.com
- My Portfolio
- Dubai, United Arab Emirates
- Chile, South America

SKILLS

HTML
CSS
React
JavaScript
UI/IX
Machine Learning
Photoshop
Video editing

TECHNICAL EXPERTISE

- React & JavaScript: Proficient in building interactive, component-based web applications with React, utilizing React hooks (useState, useEffect, useMemo) and Context API for efficient state management and smooth data flow.
- API Integration in React: Skilled in integrating RESTful APIs within React applications, managing complex data structures, and ensuring reliable data fetching with Axios and async/await. Experienced in incorporating external services like Google Maps API for location-based features and interactive mapping.
- React-Based UI/UX Design: Expert in designing responsive, accessible, and user-friendly layouts within React, following component-driven architecture and best practices for consistent user experiences across various devices.
- Third-Party Integrations: Familiar with integrating third-party libraries (e.g., Google Maps, Material-UI, and Framer Motion) to enhance UI/UX with maps, animations, and styling while maintaining responsive design principles.

PROFILE

"I am a results-oriented professional with a Bachelor of Science in Creative Computing and a strong drive for excellence. My career journey has been marked by a consistent commitment to delivering exceptional results. I have contributed effectively to prestigious projects, showcasing adaptability and a talent for collaboration. My commitment to excellence and my ability to consistently exceed expectations make me a valuable asset in any professional context."

WORK EXPERIENCE

Casinetto Trading LLC

E-commerce Specialist   March 2024 - Present

- **React Components Development:** Built reusable and modular React components for an internal dashboard, streamlining e-commerce workflows.
- **SEO & SEM:** Developed SEO strategies to improve organic rankings, with React-based improvements for site speed.
- **Customer-Centric UI/UX:** Redesigned UI elements to enhance the user journey on the company's Shopify storefront, boosting customer engagement.
- **Performance Optimization:** Leveraged React tools to optimize page load speeds and improve overall site performance for better conversions.
- **Performance Optimization:**
- Leveraged React DevTools and React Profiler to identify and eliminate component re-renders, improving page load times and responsiveness.
- Implemented React.memo and useCallback/useMemo hooks to minimize unnecessary re-renders, improving efficiency across components.
- Used code splitting with React.lazy and Suspense to dynamically load components, reducing initial load times for better performance.
- Applied lazy loading techniques for images and resources on data-intensive pages, enhancing the user experience by optimizing time-to-interactive.

Casinetto Trading LLC

Order management specialist   November 2023 - March 2024

Order Processing:
- Efficiently process HORECA orders using the SAP system, ensuring all order details are accurately entered and processed in a timely manner to meet business partner expectations.

Data Entry:
- Generate sales orders from the entered local purchase orders, ensuring all customer requirements are met, including product specifications, quantities, and delivery instructions.

Sales Order Creation:
- Communicate with business partners to confirm order details, ensuring all information is accurate and complete, and promptly resolve any discrepancies or issues that arise.

Client Coordination:
- Communicate with business partners to confirm order details and resolve discrepancies.

Logistics Coordination:
- Work closely with the logistics team to manage delivery schedules, ensuring that orders are delivered on time and meet the specific requirements and expectations of business partners.

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EDUCATION

BathSpa University

Bachelor of Science in Creative Computing

2020-2023

Received the Academic Excellence Award for the 1st, 2nd and 5th semester.

Our Own English High School (GEMS)

High School Diploma

2005-2019

Guinness World Record Participant: Represented Chile in a Guinness World Record event for the most nationalities singing the UAE national anthem.

Eco Club Leadership:
- Served as both Vice President and President of the Eco Club.
- Achieved Waste Reduction and Recycling Award.
- Received Student Leadership and Engagement Award.

LANGUAGES

English ▰▰▰▰▰▰▰▰▰▰

Spanish ▰▰▰▰

Hindi ▰▰▰▰▰▰▰▰

Stecker Inc, New York

Remote Web Designer

July 2022 = February 2023

- **Hackathon Participation:** Acted as a core React Developer in a cross-functional team for a Roosevelt University hackathon, building dynamic and responsive event pages with React to deliver an engaging user experience.
- **Web Development:** Developed and maintained a suite of React-based event websites, including main event pages, sponsor sections, and registration portals, implementing responsive design principles with React and CSS for seamless user access across devices.
- **Interactive UI Elements:** Created interactive components for pitch presentations and sponsor sections, utilizing React hooks to manage UI state effectively and ensure smooth user interactions.
- **State Management:** Leveraged React Context API for efficient global state management across event pages, ensuring consistent and responsive data flows.
- **Collaborative Component Design:** Worked closely with the design team to build modular React components and visually compelling posters that integrated seamlessly into the event's web portal, reflecting a cohesive brand identity.

Sharaf DG - SoundPeats

Sales Promoter

June 2021 - June 2022

Promotion of Wireless Earphones and Audio Products:
- Played a pivotal role in promoting and selling wireless earphones and audio products, emphasizing their features, benefits, and alignment with customer preferences.

Audio Specifications Expertise:
- Possessed deep knowledge of audio specifications, enabling clear and concise explanations to customers about the technical aspects that enhance their audio experience.

Audio Troubleshooting Skills:
- Demonstrated strong troubleshooting skills, consistently delivering quick and effective solutions for various audio issues, enhancing overall customer satisfaction and loyalty.

Consistent Sales Overachievement:
- Consistently exceeded sales targets, reflecting dedication and an ability to grasp customer needs, resulting in substantial revenue growth for the company.

Max Fashions

Seasonal Inventory Analyst Intern

July 2019 - August 2019

Intern for the Purchasing Department:
- Functioned as a dedicated intern within the dynamic environment of the purchasing department, actively engaging in various aspects of procurement, analysis, and inventory management.

Assist the Purchasing Department with Data Analysis and Research:
- Played a pivotal role in supporting the purchasing department by harnessing data analysis and research capabilities to inform critical decision-making processes.

Ensure Clothes are Placed as per the Designated Season:
- Undertook the responsibility of meticulously organizing and arranging clothing inventory in strict alignment with designated seasonal collections.