

Adam Zain

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EXPERIENCE

Skinstric

Sep 2023 – Dec 2023

Frontend Engineer

Liverpool, UK

- Led the 10-day (one sprint) Skinstric migration from WordPress to React.
- Improved maintainability resulted to 30% faster new feature upgrades. Reduced load time from 8 seconds to 4 seconds and 25% lower user bounce rate. o Enhanced site speed by 50%
- Ran several A/B tests on new subscription models, product pricing, upsells, and down sells; these testing increased the lifetime value (LTV) by 23 percent.
- Developed user-friendly React components and features and enhanced UX, lowering the CAC from \$450 to \$250.
- Applied sophisticated SEO techniques, such as server-side rendering and keyword optimisation, which resulted in a 40% increase in organic traffic and raised the website's position on the first page of search results.

Freelance

June 2023 – Sep 2023

Self-Employed

Liverpool, UK

- Provided tailored web solutions to SMEs, emphasising user-centricity and content accessibility
- Seamlessly integrated APIs to link bank-end and front-end data pathways, ensuring smooth data flow and enhanced functionality
- Developed responsive websites using **HTML5**, **CSS3**(+SCSS, BEM), **JavaScript** best practices

PROJECTS

Summarist Application | [Website](#) | [GitHub](#)

- Conceptualized and launched an intuitive platform enabling users to effortlessly grasp fundamental concepts from extensive literary works using AI. Received a 95% satisfaction rate based on user feedback, highlighting the system's accuracy and readability.
- Developed a dynamic web application leveraging **React** **Typescript**, **Firebase** and **Redux**, allowing users to seemingly login, sign up and manage subscription plans.
- Utilized **Next.js** for server-side rendering, enhanced performance, and integrated Material-UI for visual appealing and consistent user interface

Twitter Clone | [Website](#) | [GitHub](#)

- Developed a Twitter clone with firebase as the backend database to facilitate real-time storage and retrieval of tweets, enhancing the user experience with efficient data handling.
- Integrated **Redux** for streamlined state management, ensuring a cohesive design and smooth interaction between components while maintaining scalability and organization

NFT Marketplace | [Website](#) | [GitHub](#)

- Transformed a completely static **HTML**, **CSS**, **JavaScript** and **React** single page application into an interactive user interface using animations, transitions, and carousels
- Processed API requests with Axios to dynamically represent data from a cloud server and represented it through skeleton loading states, pagination, and dynamic routing
- Utilized **Git** version control and the GitHub interface to work and thrive in a virtual and collaborative team environment

EDUCATION

Frontend Simplified Bootcamp

March 2023 – Sep 2023

Web Application Development

Remote

- Classes: HTML, CSS, JavaScript, React, TypeScript, Backend Development, Data Structures & Algorithms

BA Honors - International Business Management

Sep 2017 - May 2020

- Grade – 2:1

Liverpool, UK

OTHER

- **Languages:** HTML, CSS (+SCSS), JavaScript, React, TypeScript, Firebase, GraphQL, AWS, GCP, Next.JS, Redux, Node.js, Express, MongoDB, ThreeJS
- **Technical Skills:** NPM, Yarn, Git (+GitHub & BitBucket), Agile Methodologies, Scrum