



## Afiya Zannuba Jaleel

Dubai (On Visiting Visa)

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Job Preference: Full-time | Software Engineer | [Portfolio](#)

Location Preference: Open to relocate across Dubai, Sharjah, and Abu Dhabi

**Summary :** Creative and detail-oriented Frontend Web Developer with a strong understanding of digital trends, social media engagement, and modern web design. Over 3 years of experience developing responsive, user-focused websites and managing brand presence through content creation, SEO optimization, and design collaboration. Adept at WordPress, Shopify, and ReactJS, with experience in video editing, storytelling, and content strategy. Recognized at MACHathon 2024 for contributing to an award-winning AI product recommender. Passionate about combining technology and creativity to enhance online visibility and audience engagement.

### Key Skills:

**Frontend:** HTML5, CSS3, JavaScript, ReactJS, Tailwind CSS, Bootstrap, jQuery

**Platforms:** Shopify, Magento 2, Shopify Hydrogen, NextJS, wordpress

**Digital Marketing:** Social media management (Instagram, LinkedIn, Facebook), SEO basics, content scheduling, analytics

**Design & Content Tools:** Canva, Figma, Adobe Premiere Pro, CapCut, Photoshop (basic editing)

**Backend:** Node.js, Express.js, MongoDB

**Tools:** GitHub, Bitbucket, Jira, Zoho, Docker

**Creative Strengths:** Visual storytelling, video editing, content writing, on-camera presentation

**Practices:** Cross-browser compatibility, Performance optimization, Mobile-first / responsive design, API integration, Debugging & troubleshooting

## WORK EXPERIENCE

**Terrific Minds**, Infopark Kochi, Kerala, India

June 2023 – March 2025

### Software Engineer

- **Delivered 5+ eCommerce projects** for international clients (AU, NZ, UK, UAE), including [Novo Shoes](#), [Shoe Connection](#), Ipanema, [House of Noya](#), and [Azha](#).
- **Engineered and customized Magento & Shopify themes**, enhancing user experience and improving Lighthouse/GTmetrix scores by 20%+.
- **Contributed to an AI-powered product recommender** ([MACHathon 2024 Innovation Champion](#)), improving product discovery and personalization.  
**Integrated 3rd-party services** (e.g., Searchspring) and built custom features such as free shipping bar and automated cart promotions, increasing conversion rates.
- **Pioneered Shopify Hydrogen adoption**, implementing headless commerce architecture that reduced page load times by 10%.
- **Collaborated with cross-functional teams** to align development with business goals, translating client requirements into actionable solutions.
- Maintained code quality through **ESLint**, **modular components**, and **best practices** while debugging complex UI issues with browser DevTools.

- Created visually engaging content elements and collaborated with designers to enhance user interaction.
- Implemented SEO-friendly structures and contributed to website content updates for brand campaigns.

**DCKAP**, Chennai, TamilNadu, India  
**Software Engineer**

**July 2022 – January 2023**

- **Built dynamic ReactJS/Next.js interfaces** by converting Figma mockups into responsive, mobile-first pages, improving design consistency.
- **Revamped legacy websites** by migrating to Tailwind CSS, reducing CSS code by 30% and improving maintainability.
- **Developed key B2B features** for BigCommerce projects, including Quote pages, Checkout flows, and Product Listings, boosting usability for distributors - DCKAP Commerce
- **Integrated APIs with Fastify.js, MongoDB, and Mongoose**, ensuring smooth backend communication.
- Implemented **secure authentication (JWT, OAuth)** and scalable API endpoints (REST/GraphQL) for client platforms.
- Collaborated with UX/UI teams to deliver **pixel-perfect UI** while aligning with business goals.
- Supported **social media and content updates** for client websites, ensuring brand consistency.
- Collaborated with cross-functional teams to translate **creative concepts into functional web elements**.
- Assisted with **content migration and visual optimization** for better audience engagement.

## EDUCATION

**Government Engineering College, Thrissur**  
B.Tech in Production Engineering

**2018-2022**

## Skills & Interest

- **Technical:**  
HTML, CSS, Javascript, ReactJS, TailwindCSS, Bootstrap, Figma, Magento, Shopify, GSAP, Version control using Git, SEO and technical content writing.
- **Tools:**  
Zoho, Jira, Github, Bitbucket
- **Backend:**  
Node.js, Express.js, MongoDB
- **CI/CD:**  
GitHub Actions
- **Design Collaboration:** Figma (mockup-to-code, asset exports)
- **Languages:**  
English, Malayalam, Hindi (Learning: German and Arabic)
- **Interest:** Travel content creation, on-camera anchoring, video editing, storytelling, exploring cultures

## Portfolio & Projects

- **AI Product Recommender (MACHathon 2024 – Bold Commerce Innovation Champion):** Enhanced product discovery with ReactJS-based UI and AI-driven recommendations.
- ReactJS projects showcasing API integrations, animations (GSAP), and interactive UI components.
- [My Portfolio Link](#)

## Reference

Will be provided upon request