

# Danies Mohamed S

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## PROFESSIONAL SUMMARY

**React Native & Frontend Engineer** with 4+ years of experience building scalable mobile and web applications using **React Native**, **Next.js**, and **TypeScript**. Skilled at delivering **clean**, **performant**, and **user-centric interfaces** for large-scale e-commerce platforms. Proficient in **cross-platform development**, **state management**, and **API integration**. Familiar with backend services, deployment workflows, and **performance optimization** to ensure smooth product delivery across teams.

## SKILLS

**Frontend Development:** HTML, CSS, JavaScript (ES6+), TypeScript, React.js, Next.js, React Navigation, SCSS, Tailwind CSS

**State Management:** Redux Toolkit, Zustand

**Mobile Development:** React Native, iOS Development, Android Development, Mobile Application Development

**Backend & APIs:** Node.js, Express.js, MongoDB, Firebase, API Integration

**Analytics & Tracking:** Google Analytics, CleverTap, Adobe Analytics, AppsFlyer, Adjust

**Testing & Debugging:** Jest, React Native Debugging, Chrome DevTools

**Version Control & Deployment:** Git, GitHub, GitLab, Vite, Vercel

**Tools & Workflow:** VS Code, Cursor, Jira, Agile Development

## EXPERIENCE

### Product Engineer

2021 – Present

#### Codingmart Technologies

Bengaluru, India

- Developed and maintained **mobile and web applications** using **React Native** and **React.js**.
- Engineered and optimized **React Native components, screens, and features** to improve app architecture, performance, and user experience.
- Collaborated with the backend team for **API integration** using **Node.js**, ensuring smooth data flow and robust application functionality.
- Constructed and managed **CI/CD pipelines** in **GitLab** for automated build and deployment.
- Performed **manual and regression testing** to ensure application stability and quality.
- Translated client requirements into effective, scalable, and user-friendly application solutions.
- Identified and resolved production issues, enhancing **overall application stability** and user satisfaction.

### Full-Stack Developer (Independent Project)

Jan 2025 – Present

#### Herb Aurora (D2C E-commerce Brand)

Remote

- Developed a full-stack **Next.js + Firebase** e-commerce platform for Tamil herbal skincare products.
- Implemented **OTP authentication**, **Firestore cart sync**, **Razorpay checkout**, and **WhatsApp CTA** for direct customer support.
- Deployed scalable web app on **Vercel** with mobile-first, **responsive UI** and integrated **Radix UI** components.

## PROJECTS

**ABFRL Super App** | React Native, Redux Toolkit, CodePush, Justpay, CleverTap, Adobe Analytics, Firebase, AppsFlyer Sep 2023 – Present

- Unified **7 brands** (Peter England, Van Heusen, Louis Philippe, Allen Solly, American Eagle, Reebok, Simon Carter) into a single high-performance React Native Super App.
- Implemented **multi-brand cart, checkout, PDP, PLP** flows with advanced **navigation architecture** and environment-based builds.
- Integrated multiple **third-party SDKs** (**CleverTap**, **Adobe Analytics**, **AppsFlyer**, **Firebase**, **PayTM**, **Justpay**) for analytics, payments, and notifications.

- Revamped key application pages for improved **performance, UX**, and maintainability.
- Implemented **CodePush OTA updates** to deliver frequent enhancements without full app store releases.
- Collaborated with backend teams to integrate **REST APIs**, ensuring seamless multi-brand data flow.
- Optimized app performance and scalability through **modular architecture, lazy loading**, and **Redux Toolkit** state management.

**Herb Aurora E-commerce Platform** | Next.js, TypeScript, Firebase, Razorpay

- Built full-stack e-commerce site with **OTP login, Firestore cart, Razorpay checkout**, and order tracking.
- Implemented responsive, mobile-first UI with **SCSS modules, Radix UI**, and deployed on **Vercel**.

## React Native Developer

Sep 2021 – Present

### Aditya Birla Fashion and Retail (ABFRL) – Brand Apps

Bengaluru, India

- \* Developed and maintained **multi-brand e-commerce mobile applications** (Louis Philippe, Van Heusen, Peter England) with 6 apps published on both Play Store and App Store.
- \* Managed hosting and ensured compliance with **Play Store** and **App Store guidelines**, maintaining app availability and stability.
- \* Executed **unit test cases** to verify and validate application features before delivery.
- \* Integrated multiple **client SDKs** (analytics, notifications, updates) to enhance functionality and track business metrics.
- \* Troubleshoot and resolved issues across **production, staging, and development** environments.
- \* Provided ongoing **technical support** to ensure smooth application operation and business continuity.

## EDUCATION

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### Bachelor of Engineering in Computer Science

2018 – 2022

Hindusthan College of Engineering and technology, Anna University

Tamil Nadu, India