Danies Mohamed S

+91 8248365737 | daniesm.work@gmail.com | linkedin.com/in/danies-sdm | danies.vercel.app

PROFESSIONAL SUMMARY

Mobile Engineer (React Native | Javascript/TypeScript) with 4+ years of experience delivering scalable, high-performance apps for iOS Android (1M+ users).

Specialized in **e-commerce systems, API integration, native modules, and performance optimization**.

Proven success in **full release ownership**, **CodePush OTA**, **CI/CD**, and **Agile/Scrum delivery**.

CORE SKILLS

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

State Management: Redux Toolkit, Zustand, Context API

Backend & APIs: Node.js, Express.js, MongoDB, Firebase, REST APIs, Razorpay Integration

Mobile: React Native (iOS & Android), Navigation, Native Modules

Testing: Jest, Chrome DevTools, React Native Debugger

DevOps: Git, GitHub, GitLab, CI/CD, Vercel, Vite, Agile/Scrum, Jira

AI Tools: GitHub Copilot, Cursor, Lovable, Replit, Codeium

WORK EXPERIENCE

- **Product Engineer (Frontend) - React Native / Mobile Apps**   Codingmart Technologies | Client: Aditya Birla Fashion & Retail
  Bengaluru, India | Sep 2021 – Oct 2025

  - **ABFRL Super App** – Built and maintained a multi-brand React Native Super App powering 8 fashion apps from a single codebase (Android iOS). Jan 2023 - Oct 2025
    * Owned **end-to-end feature delivery**: KT → UI implementation → API integration → testing → release.
    * Optimized **app performance** through profiling and JS-thread analysis, FlatList tuning, memoization, skeleton components, lazy loading, and image caching resulting in smoother, faster and better screen loads.
    * Integrated **Android/iOS native modules** including a Content Provider for single-login, enabling secure **cross-app authentication** across all 8 brand apps.
    * Integrated **15+ third-party SDKs** (Adobe, Firebase, AppsFlyer, CleverTap, PayTM, WebView, Reanimated, React Navigation, In-App Review) for analytics, attribution, payments, and user engagement.
    * Handled **P0 / P1 production issues** and deployed **Production CodePush OTA updates** and hot-fixes under tight timelines. **1M+ users • 8 brands • 50+ releases • Production-grade app.**
  - **ABFRL Brand Apps** – Maintained and enhanced **3 brand-specific e-commerce apps** (iOS & Android) with a combined **1M+ downloads**. Sep 2021 - Dec 2022
    * Ensured 100% compliance with App Store & Play Store guidelines, achieving a **0% rejection rate** across 12+ releases.
    * Collaborated with backend teams on **Node.js APIs** and streamlined CI/CD pipelines in GitLab.
    * Delivered **100+ bug fixes and unit tests**, improving app stability across staging and production environments.

PROJECT EXPERIENCE

- **Personal Project – Herb Aurora E-Commerce Platform**   Next.js, TypeScript, Firebase, Razorpay | Jan 2025 – Present

  - Designed and developed a **full-stack e-commerce platform** with core modules – PLP, PDP, cart, checkout, address, profile, and payments.
  - Implemented **secure OTP login**, Firestore-based cart, and **Razorpay payments with order tracking**, improving checkout success rate by 15%.
  - Built a **mobile-first UI** using Next.js, TypeScript, SCSS Modules & Radix UI, optimized for speed and scalability.
  - Deployed on **Vercel with CI/CD**, ensuring 99.9% uptime and seamless release cycles.

EDUCATION

- **Bachelor of Engineering (Computer Science)**   Hindusthan College of Engineering & Technology – Anna University, Tamil Nadu, India   2018 – 2022