Danies Mohamed S

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PROFESSIONAL SUMMARY

Frontend Engineer with 4+ years' experience building scalable **mobile and web applications** using **React Native**, **Next.js**, and **TypeScript**. Skilled in **clean UI development**, **state management**, **API integration**, and **performance optimization** for large-scale e-commerce platforms.

SKILLS

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

State Managemnet: 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 (Client: Aditya Birla Fashion and Retail)   2021 – Present
Codingmart Technologies   Bengaluru, India

- Developed and maintained large-scale **e-commerce mobile applications** for ABFRL brands (Louis Philippe, Van Heusen, Peter England) and the **ABFRL Super App** using **React Native** and **React.js**.
- **ABFRL Super App** – 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**, **Juspay**) for analytics, payments, and notifications.
- Revamped key application pages for improved **performance**, **UX**, and maintainability.
- **ABFRL Brand Apps** – Maintained and enhanced 6 brand-specific e-commerce mobile apps published on both Play Store and App Store.
- Managed app hosting and ensured compliance with **Play Store** and **App Store guidelines**.
- Executed **unit test cases** to verify and validate features before production release.
- Troubleshot and resolved issues across **production, staging, and development** environments.
- Collaborated with the backend team for **API integration** using **Node.js** and maintained **CI/CD pipelines** in **GitLab**.

PROJECTS

Herb Aurora E-commerce Platform | Next.js, TypeScript, Firebase, Razorpay   Jan 2025 – Present

- 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**.

EDUCATION

Bachelor of Engineering in Computer Science   2018 – 2022
Hindusthan College of Engineering and technology, Anna University   Tamil Nadu, India