

# MATTHEW AYINDE | [Matthew Ayinde](#) | [LinkedIn](#) Lagos,

Nigeria

+234 (0) 70-4581-4645 | [it.matthewayinde@gmail.com](mailto:it.matthewayinde@gmail.com) | [matthewayinde.me](http://matthewayinde.me)

## WORK EXPERIENCE

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### Senior Front-End Engineer, Xown Solutions, Lagos

April 2025 – Present

#### [Xown Solutions Website](#)

- Migrated from CRA to Next.js (SSR + ISR), boosting SEO traffic by **50%** and Lighthouse scores from 65 to 92+.
- Co-designed RESTful contracts to minimize over-fetching (30% payload reduction).
- Built 3 reusable component libraries with Tailwind, cutting UI dev time by **30%**.
- Engineered real-time, performance-critical apps using WebSockets, IndexedDB, and AWS Amplify.
- Mentored **4** engineers in advanced TypeScript and Next.js data-fetching strategies (SSR, SSG).
- Integrated ASP.NET Core APIs with optimized data-fetching (React Query + GraphQL) and real-time dashboards.
- Collaborated with UI/UX designers to implement design tokens and reduced design-to-code gap by **40%**.

#### [247 Travels](#)

- Worked with a team to design and implement an end-to-end online travel booking platform supporting flights, hotels, and holiday packages with seamless real-time availability checks.
- Deployed multi-cloud infrastructure:
  - AWS CloudFront (global CDN) + Lambda@Edge for geo-based routing.
  - Vercel for production deployments with automatic rollbacks
- Achieved **sub-250ms** TTI using Next.js ISR, API route caching, and optimized image delivery
- Integrated Paystack and Flutterwave for secure multi-currency transactions (**₦50M+** processed within the first year)
- Built a customer dashboard with itinerary management, e-ticket generation, and automated email confirmations
- Ensured platform scalability and high availability, handling **10,000+** concurrent users during seasonal booking spikes

#### [Beviham Website](#)

- Designed and developed the official company website, driving a **60% increase in online visibility** within the first 3 months
  - Implemented a fully responsive UI across **100% of devices**, improving mobile accessibility and engagement by **45%**
  - Applied modern UI/UX principles that reduced average bounce rate by **35%** and increased average session duration by **2.5 minutes**
  - Integrated consistent branding and service showcases, contributing to a **25% boost** in client inquiries through the website
  - Delivered regular updates and security enhancements, ensuring **99.9% uptime** and smooth performance for users
  - Optimized website performance with image compression and caching, achieving **under 2s load times** across all pages
- Implemented SEO best practices that improved search engine ranking, increasing organic traffic by **40%** in the first quarter

### Lead Full Stack Engineer, Insight Redefini, Lagos

Nov 2023 – Feb 2025

#### [Insight Redefini](#)

- Designed and developed multiple client websites for **Insight Redefini** using **Next.js, React.js, and Tailwind CSS**, delivering high-performance digital solutions
- Implemented **Framer Motion animations** and interactive UI components, boosting user engagement and overall site experience
- Optimized performance through Next.js **server-side rendering (SSR)** and **image optimization**, achieving **sub-2s load times** across projects
- Applied SEO best practices and analytics integrations, increasing organic reach and measurable client engagement by **40%+**
- Mentored 4 engineers in advanced TypeScript and Next.js data-fetching strategies (SSR, SSG).
- Collaborated with UI/UX designers to implement design tokens and reduced design-to-code gap by 70%.

## Leo Burnett

- Streamlined site architecture and content flow, which reduced bounce rate by **30%** and improved user navigation efficiency
- Applied SEO optimization (structured metadata, semantic HTML, compressed assets), resulting in a **35% uplift in organic search rankings**
- Implemented caching and performance enhancements, achieving **<2s page load times** and **99.9% uptime reliability**
- Streamlined site architecture and content flow, which reduced bounce rate by **30%** and improved user navigation efficiency
- Delivered a fully responsive design that improved accessibility across devices, driving a **50% increase in mobile traffic**

## **Front-End Engineer, Stylist Piazza**

**May. 2022 – December 2024**

*Nigeria's Beauty Professional Discovery Platform*

- Built a **zero-latency PWA** (Netlify deploy) with offline-first capabilities using Workbox
- Scaled to **1,200+ MAUs** via Vercel edge functions for geo-based stylist discovery
- **AWS S3 + CloudFront** for asset delivery (reduced CDN costs by 30%)
- **Implemented Paystack subscriptions** for stylist premium profiles (processed ₦2.8M+ in 6 months)

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## **PORTFOLIO / PROJECTS / AWARDS**

My Portfolio - [Portfolio Website](#) | [The Developer \(Matthew Ayinde\) · GitHub](#) | [Insight Redefini](#) | [Beviham Website](#)

### **Some Major Projects at Xown Solutions, Lagos**

**April 2025 – Date**

[247Travels](#) | [Beviham](#) | [Green Atlas Holdings](#) | [Dees Travels](#) | [Darabara](#) | [Alviz Studios](#) | [Green Atlas Farms and Agro](#)

### **Some Major Projects at Insight Redefini, Lagos**

**Nov 2023 – Date**

[Insight Redefini](#) | [Dtimes](#) | [Quadrant Msl](#) | [Leo Burnett](#)

### **Lead, "Hildam Couture" Organization**

**Apr. 2024**

[Hildam Couture](#)

- Worked with a team of 4 to develop and launch a dynamic website platform for managing the day to day operations of a tailoring management organization
- Implemented secure payment gateways, chart representations, calendar booking, and user-friendly interfaces to enhance the experience for users

**Official commendation from Insight Redefini** – Recognized for exceptional performance and contributions as a Frontend Engineer, while delivering high-quality user interfaces and enhancing user experience across multiple projects. **May. 2024**

**Official commendation from Xown Solutions** – Acknowledged for exceptional problem-solving skills, and fostering team collaboration to achieve organizational goals.. **July. 2025**

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## **SKILLS & INTERESTS**

**Front-end Development** – ReactJS, NextJS, SCSS, Tailwind, TypeScript, Framer Motion, Version Control (GitHub), Bootstrap, Responsive Design, Accessibility Standards

**Back-end Development** – NextJS Server Actions, NestJS, NodeJS

**Database Management** – MongoDB, SQL Server, MySQL, Mongoose

**Deployment** – AWS EC2, AWS ECS, AWS, Netlify, Vercel

**Soft Skills** – Project planning & organization, Creativity & Innovation, Team management, Communication, Storytelling

**Interests** – Body-Building, Football, Travelling, Networking, Photography, D.I.Y, Console Gaming