

Muhammad Asad

Front End developer

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Pakistan Lahore, Punjab

SUMMARY:

Frontend Developer with 2 years' experience in React.js and Next.js, delivering responsive, high-performance web apps. Skilled in component-driven development, performance optimization, and clean, maintainable code.

AREAS OF EXPERTISE:

- Next.js
- React.js
- JavaScript
- Google Maps Api
- Tailwind CSS
- Redux Toolkit
- TypeScript
- Node.js
- HTML5/CSS
- Postman
- Tanstack Query
- MongoDB

EXPERIENCE:

FRONT END DEVELOPER, RETRO VGAMES, LAHORE, PAKISTAN | April 2025 - PRESENT

Building and maintaining high-performance web apps with React.js and Next.js, ensuring scalability and innovation.

- Led frontend for Inventory Management System & RetroFam - owned UI/UX and client-side logic.
- Optimized rendering and data fetching for 19k+ SKUs (code-splitting, caching) -reduced load times ~40%. Implemented QR/barcode scanning, order management, trade-ins/returns, coupons, and Print Labels
- Develop dynamic front-end interfaces, improving load time by 40% and enhancing user interaction .

FRONT END DEVELOPER, MOTIVE CODER, LAHORE, PAKISTAN | SEP 2023 - MARCH 2025

Providing high-quality, scalable, and customized web solutions for clients, ensuring performance, security, and seamless user experience.

- Developed responsive, pixel-perfect frontends for multiple websites, including e-commerce storefronts and admin dashboards.
- Collaborated with designers and backend teams to integrate APIs, and admin tools, ensuring scalable, maintainable code.

PROJECTS:

Hector (Retro Ventures) - <https://hector.retroventures.co>

- Built warehouse inventory system with CSV imports, QR/barcode scanning, and role-based access.
- Optimized 19k+ SKUs across multi-country warehouses, reducing errors and saving time.

RetroFam Customer Portal - <https://app.retrofam.com>

- Developed Next.js portal for order tracking, returns, invoices, trade-ins, and coupons.

RetroGames Customer Portal - <https://app.retrogames.com/>

- Developed Next.js portal for order tracking, returns, invoices, trade-ins, and coupons.

GL Dream Home - <https://gldreamhome.com>

- Built e-commerce furniture site in Next.js with catalog, cart, and checkout.

GL Group UAE - <https://www.glgroupuae.com>

- Developed an enterprise website in Next.js with modern, responsive design.

CanRover (Scooter Rental, US) - <https://canrover.vercel.app>

- Built Next.js/Node.js admin dashboard with QR ride activation and Google Maps zones.
- Added real-time tracking, analytics, and role management.

POS System - <https://pos-system-flax.vercel.app/>

- Developed interactive Next.js portfolio to showcase skills and projects.

Personal Portfolio - <https://masadali.vercel.app>

- Developed interactive Next.js portfolio to showcase skills and projects.

CERTIFICATIONS:

Front-End Development – BATCH 469 NOV 2023, EVS Training Institute, Lahore

MERN Stack Development – BATCH 15 MARCH 2023, EVS Training Institute, Lahore