

# Salman Shaikh

Frontend Engineer

📍 Bangalore

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Scaler

Front-end Engineer with 3+ years of experience in building scalable apps using React, Next.js, JavaScript, TypeScript, and Redux Toolkit. Strong in state management, micro-frontends, and end-to-end ownership.

## Skills

- **Languages:** JavaScript, TypeScript, HTML, CSS, SQL
- **Frameworks/Libraries:** React, Next.js, Redux Toolkit, Node.js, Tailwind, MUI
- **Tools & Platforms:** Git, Postman, Vite, VS Code
- **Concepts:** Micro-frontends, SSR, SEO, Performance Optimization, State Management

## Experience

### Software Development Engineer (Frontend), Creativefuel Pvt. Ltd

Sep 2024 – Present

- **Architected a scalable and high-performance influencer plan management system**, enabling real-time cost computation, intelligent filtering, and Excel export using React, Redux Toolkit, RTK Query, and MUI, which reduced planning time by 35%, improved budget accuracy, and eliminated redundant API calls through normalized caching.
- **Orchestrated an end-to-end audit and purchase automation system** using React, Redux Toolkit, and RTK Query, empowering operations and finance teams to track, audit, and reconcile influencer payments — resulting in a 50% reduction in manual effort and 40% faster ledger reconciliation cycles.
- **Integrated vendor-ledger and payment intelligence dashboards** using MUI, Day.js, and custom API hooks, centralizing outstanding balances, advances, and payment status — delivering actionable insights to finance teams and improving cash-flow forecasting by 30%.
- **Developed a rich-text blog editor** with React Quill, integrated AWS S3 file uploads via pre-signed URLs, and implemented live markdown previews and SEO metadata generation, cutting content publishing times by 30% and enhancing SEO.
- **Integrated the Instagram Graph API** to automate vendor story metrics fetching (reach, impressions), and streamlined data mapping to backend workflows — improving plan generation speed by 30% through more efficient data handling.

### Software Development Engineer (Frontend), Infedis Infotech

Aug 2023 - May 2024

- **Accelerated the migration of a React application to Next.js**, enabling Server-Side Rendering (SSR) and enhancing Search Engine Optimization (SEO), resulting in a 30% decrease in page load time and 40% increase in organic search traffic.
- **Led the front-end architecture** of a learning platform used by 10,000+ medical professionals, driving modular component development, route-based performance optimization, and scalable data fetching via RTK Query, improving load efficiency.
- **Engineered an AI-powered medical assistant** using OpenAI APIs, enabling semantic search across 1,000+ articles, drugs, and topics. Integrated interactive quizzes with custom state machines, increasing engagement metrics by 45%.
- **Architected a design system using Atomic Design principles**, built 30+ reusable components in Storybook, and implemented Tailwind-based theming — reducing UI inconsistencies and cutting development time by 25% across multiple modules.
- **Optimized critical render paths** by deferring non-essential chunks, introducing granular route-level code-splitting, and isolating or eliminating unnecessary third-party dependencies — reducing Time-to-Interactive (TTI) by 20%.

### Software Development Engineer (Frontend), ISof360 InfoTech

Mar 2022 – Aug 2023

- **Engineered an AI-powered predictive prefetching system** using real-time user interaction analysis to intelligently preload likely next pages, leveraging JavaScript event listeners and React hooks; reduced average page load wait time by 35%, enhancing navigation fluidity.
- **Executed comprehensive cross-browser testing** leveraging Chrome DevTools, Firefox DevTools, and BrowserStack, achieving 100% consistency in rendering and interactivity across all major devices.
- **Refactored legacy JavaScript modules** and replaced inefficient state logic with RTK slices and memoized selectors, shrinking bundle size by 20% and boosting performance by 30%, reflected in Lighthouse scores.
- **Architected responsive UI systems** using React and Tailwind CSS, enabling pixel-perfect rendering across breakpoints and driving a 15% increase in user satisfaction (validated via heatmaps).

## Education

RGPV Bhopal, Master of Computer Application

2024

RGPV Bhopal, Bachelor's Degree

2021