

# Ayesha Aslam

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**Summary** — As a forward-thinking Full Stack Developer with over five years in the tech industry, I specialize in creating robust, scalable web applications that not only meet but exceed modern development standards. My proficiency spans across the most in-demand technologies and programming languages, ensuring the project leverages the latest in web development for unmatched performance and user experience.

## Experience

### Prixite LLC

Dec 2021 – Present

#### Senior Front-end Developer

- Collaborated with cross-functional teams to maintain and improve application performance.
- Implemented web architecture following industry-standard React design patterns.
- Developed CI/CD pipelines for automated deployments and code quality checks.
- Improved SEO and Web performance to meet business objectives.
- Developed pixel-perfect, fully responsive user interfaces optimized for cross-browser compatibility, ensuring a seamless user experience across all devices and platforms.
- Worked on client-side MVC architecture
- Improved the performance of grid selection in an Angular-based applications.

### AAK-Science(Part time)

Oct 2023 – Jan 2024

#### Lead Front-end developer

- Resolved major bugs in the personal tracking app of AAK-Science.
- Improved load time of the AAK-Science website.
- Assigned tasks and reviewed PRS of an accounting application.

### Fecundity, LLC

Aug 2020 – Dec 2021

#### Javascript Developer

- Collaborated with the Unation team to develop the front-end of their website using Next.js, ensuring a scalable and maintainable architecture.
- Built a Progressive Web Application (PWA) to provide a fast, reliable and seamless mobile experience for users, ensuring accessibility across devices and improving engagement.

## Projects

### Audit Ally: AI-Driven Financial Advisor

<https://audit-ally.com/>

- Libraries are initialized and configured via Webpack and Vite, ensuring efficient bundling, optimized performance, and compatibility across environments.
- Implemented Google and cookie-based authentication, enabling secure and user-friendly login and session management.
- Integrated payment plans and a free trial flow, streamlining user on-boarding and subscription management
- Developed a document viewer to facilitate seamless access and review of SEC filings across any year or quarter.
- Leveraged React Query for efficient data fetching and caching on the front-end, enhancing user experience.
- Optimized memory usage on the front-end by applying advanced React patterns and minimizing unnecessary re-renders, ensuring smooth performance under heavy data loads.
- Used React hooks like useMemo, useCallback, and useEffect to optimize component performance by reducing unnecessary re-renders and managing side effects efficiently.
- utilized Lighthouse to analyze and improve web performance, accessibility, SEO, and best practices by identifying and resolving issues like large asset sizes, unused JavaScript, and inefficient resource loading.
- Integrated Fathom and Google Tag Manager for advanced analytics and tracking, enabling data-driven insights into user behavior and engagement.
- Developed and implemented the live earnings transcript feature, which enables users to access real-time analysis of live earnings calls for actionable insights.

### Unation.com: A go-to app for finding the best things to do across the USA

<https://unation.com/>

- Migrated whole desktop application from Angular to NEXT JS.
- Optimized front-end state management by leveraging Redux for centralized and predictable state handling, improving maintainability and scalability.
- Integrated dynamic metatags for link sharing, enhancing content discover ability, and social media engagement
- Optimized SEO strategies, significantly improving the website's search engine rankings and visibility.
- Creating pixel perfect and responsive user interfaces as per the figma design
- Added google analytics to analyses user's behavior
- Integrated APIS with front-end caching

- Managed app wise states through redux

### **Tresal: A Go-To Attack Surface Management Platform**

<https://www.tresal.eu/>

- Made the user experience of scanning an asset better.
- Implemented breach detection feature.
- Implemented the feature of downloading different reports like: compliance, Scan and cloud security after applying various filters.

### **AAk-Science's Time Tracking app: Time tracker designed to ensure hourly payment protection**

- Resolved critical bugs affecting time logs, ensuring accurate and reliable tracking.
- Implemented a push notification system to alert users when the app lost connection, enhancing user awareness and engagement.
- Enhanced the overall user experience, improving app usability and satisfaction through refined design and functionality.

## **Skills**

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**CSS Libraries** Tailwind CSS, Material UI, Ant design, Bootstrap, CSS3

**Web Development** React JS, Next JS, Vue JS, React Native, Angular 9+, Remix, GraphQL, Vite, Webpack, JavaScript (ES6+), Redux, RTK Query

**Testing Libraries** Jest, Cypress

**Database** MongoDB, Postgres

**Devops** Docker, Nginx, CI/CD, Hostinger, AWS

**Other** GitHub Actions, Open AI, Prompt engineering, Google Authentication, API, JWT Authentication, cookie based Authentication, Echarts, Recharts, Electron JS

## **Education**

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**University of Engineering and Technology Lahore**  
*Bachelor of Science in Computer Information Systems*

**Oct 2016 - Jun 2020**