

# Ayesha Naveed

Frontend Developer | UI Developer

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Experienced frontend developer with 6+ years of building fast, scalable, and visually engaging web interfaces using **React.js**, **Tailwind CSS**, and **Redux Toolkit**. Known for turning complex product requirements into smooth, responsive, and user-centric designs.

Skilled in translating Figma designs into pixel-perfect UIs, integrating APIs, optimizing performance, and contributing across all stages of the product lifecycle. Recently expanded my skillset with **GSAP animations** and **D3.js visualizations** to bring enhanced interactivity and clarity to product landing pages and dashboards.

I thrive in fast-paced, remote startup environments and love collaborating with cross-functional teams to ship impactful features. Always learning, mentoring, and pushing for clean, maintainable code.

## WORK EXPERIENCE

### Frontend Developer Full-time

02/2024 – Present

TechThree

Istanbul, Turkey

- Built scalable, reusable UI components using **React.js**, **Tailwind CSS**, and **Radix UI**, contributing to a consistent and responsive design system across multiple products.
- Developed **GSAP-powered product landing pages** with advanced animations and scroll interactions, enhancing user engagement and storytelling.
- Created interactive **D3.js visualizations** (e.g., bubble maps) to simplify complex data and improve stakeholder communication.
- Engineered frontend integration with **Web3 features** including **wallet connections (MetaMask, WalletConnect)** and **real-time blockchain data syncing** for dApps.
- Integrated **Web3 and REST APIs**, ensuring seamless communication between the frontend, backend, and blockchain layers.
- Built real-time data features using **WebSockets (Socket.io)** to synchronize live updates across the UI, improving responsiveness in blockchain interactions and metrics.
- Collaborated with smart contract and backend developers to integrate decentralized logic into the user interface.
- Managed complex application state using **Redux Toolkit**, ensuring performance and maintainability.
- Followed Agile workflows, contributed to sprint planning, participated in code reviews, and mentored junior team members.
- Continuously optimized performance via lazy loading, dynamic imports, and code splitting, improving load times across the board.

### Frontend Developer

07/2022 – 01/2023

NXT LABS

Karachi, Pakistan

- Built dynamic and reusable user interfaces using **React**, **Tailwind CSS**, **Sass**, and **Next.js**, ensuring high performance and scalability across multiple client projects.
- Integrated APIs using **Axios** and **Fetch**, standardizing data-fetching logic and improving maintainability.

- Used **Context API** and **Redux** for robust state management across complex component trees.
- Implemented optimized bundling strategies with **Parcel** and **Webpack**, reducing initial page load times and improving build efficiency.
- Led the **successful UI revamp** of a major client product, increasing user engagement by **20%** through enhanced layout, responsiveness, and usability.
- Designed and introduced a **modular UI architecture** using **Stitches JS**, reducing code duplication by over **30%** and enabling faster feature rollouts.
- Mentored junior developers and interns, conducted code reviews, and collaborated directly with clients and product managers to align on design and functionality goals.
- Participated in agile ceremonies (daily stand-ups, sprint planning, retros) and contributed to a high-collaboration, delivery-focused development culture.

## UI Developer

01/2021 – 01/2022

*Salsoft Technologies Karachi, PK*

Karachi, Pakistan

- Translated PSD and Adobe XD designs into hand-coded HTML and CSS.
- Enhanced navigation and visual appeal by redesigning websites.
- Implemented Vanilla JS for basic functionalities and animations.
- Utilized SASS and Bootstrap for efficient and reusable code.
- Collaborated across teams to ensure project success and quality.
- Streamlined the front-end workflow by implementing Gulp automation, leading to a 0% decrease in development time.
- Earned recognition from clients for consistently delivering projects ahead of schedule.

## Frontend Developer

01/2019 – 01/2021

*Digital Eggheads Karachi, PK*

Karachi, Pakistan

- Ensured cross-platform compatibility and conducted QA for web solutions.
- Developed responsive designs using Bootstrap, CSS, and HTML.
- Employed JavaScript libraries for interactive website features.
- Enhanced WordPress themes, plugins, and custom code.
- Collaborated with various teams to create high-quality web solutions.
- Improved user experience by optimizing page load times, resulting in a 30% decrease in bounce rates.
- Led the adoption of responsive design practices, leading to a 25% increase in mobile traffic.
- Interacted directly with clients and independently managed tasks, demonstrating ownership of projects.

## SKILLS

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Adobe XD, Bitbucket, Bootstrap, Context API, CSS, Figma, Github, HTML, Javascript, JIRA, MUI, Next.js, Node.js, Parcel, Photoshop, Radix UI, React, Redux Toolkit, Rest APIs, Sass, Stitches JS, Tailwind, Trello, Typescript, Vite, VSCode, Webpack, WordPress, D3.js, GSAP, Lenis.js

## EDUCATION

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### **Software Engineering DIPLOMA ACCP-Pro**

*Aptech Pakistan*

Karachi, Pakistan

### **Bachelor's in Arts**

*University of Karachi*

Karachi, Pakistan