

# Haasin Farooq

## FRONTEND DEVELOPER

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### Core Competencies:

- JavaScript
- TypeScript
- ReactJS
- Next.js
- Refine Dev
- Tailwind CSS
- HTML
- CSS/Scss
- Redux
- Context API
- Playwright
- Vitest
- GraphQL
- Radix UI
- Storybook
- Figma
- Webflow
- Git/GitHub
- SQL
- Agile Principles
- REST API
- Slack
- Linear
- Jira

### Soft Skills:

- Communication and Collaboration
- Time Management
- Adaptability
- Attention to Detail
- Highly Organized
- Quick Learner

## Professional Experience

### Frontend Developer at Gubbe

Helsinki, Finland • Hybrid • March 2024 - Present

- Leading frontend development for a Finnish startup, innovating elderly care with a matchmaking platform across Finland and Sweden.
- Upgrading to a cutting-edge tech stack (**Next.js**, **TypeScript**, **Tailwind CSS**, **Refine Dev**, **Radix UI**, **Playwright**), enhancing UI and user experience.
- Developing and implementing new features, creating designs in **Figma**, and writing clean, reusable, and testable frontend code.
- Conducting end-to-end testing with **Playwright** and conducting code reviews to maintain high coding standards and foster teamwork.

### Frontend Engineer (Contract) at Leland

United States • Remote • July 2021 - February 2024

- Led the development of an online coaching platform using **Next.js**, **TypeScript**, **GraphQL (with Apollo Client)**, and **Tailwind CSS**.
- Actively **contributed to 4 repositories**, emphasizing code modularity through Storybook for creating isolated components.
- Achieved a **10x increase** in live coaches and a **4x boost** in weekly signups by overhauling the user interface and introducing innovative features.
- Implemented smaller, **reusable components**, and conducted substantial refactoring, reducing code lines by a minimum of 60% across 30% of components.
- Collaborated on integrating Sendbird messaging and Whereby conference calling, leading to a **10x increase** in weekly coaching sessions.
- Utilized **GraphQL** seamlessly integrated with **Apollo Client's useQuery** and **useMutation** hooks for efficient server communication.
- Developed cutting-edge features with a focus on **responsive design**, using **Tailwind CSS** breakpoints for cross-device compatibility.

### Software Engineer at Tintash Inc.

Pakistan • Hybrid • September 2020 - February 2024

- Led the development of Ferrum Health's website using **Webflow**, contributing to the realization of their AI-driven patient outcomes objective.
- Developed Kooledge, a high-impact e-learning hub, utilizing **ReactJS**, **JavaScript**, and **Scss**.
- Mentored junior engineers, achieving a remarkable **90% increase** in productivity through targeted code reviews and guidance.
- Conducted interviews and coding assessments, boosting new hire quality by **25%**.
- Optimized project estimations, reducing delivery delays and provided design and feature improvement suggestions, aligning with industry standards.

## Education

### Lappeenranta-Lahti University of Technology LUT

Master's in Software Product Management & Business (Grade 4.48/5)

Lahti, Finland • August 2023 - Present

### National University of Computer and Emerging Sciences

Bachelors in Electrical Engineering with majors in Computer Engineering (Grade 3.54/4)

Pakistan • August 2016 - July 2020

## Projects

- Gubbe Staff**: Spearheading the full redesign and redevelopment of the Gubbe Staff web application into a Progressive Web App (PWA) using an advanced tech stack (**Next.js**, **TypeScript**, **Tailwind CSS**, **Radix UI Primitives**, **Playwright**). The app supports Gubbe helpers by enabling efficient management and scheduling of visits with their customers, easy editing and submission of detailed visit reports, and quick access to essential customer information.
- Gubbe Admin**: Collaboratively working to completely revamp the Gubbe Admin system, transitioning it to a modern, scalable platform using **Refine** framework, **Next.js**, and **TypeScript**. The new platform streamlines essential admin tasks like processing applications, onboarding, managing absences, finding substitutes, handling visit reports, generating invoices, and more. This upgrade enhances performance, user experience, and operational efficiency for the core team.
- Leland**: Collaborated on frontend using **Next.js**, **TypeScript**, **GraphQL** and **Tailwind CSS** to develop a marketplace for ambitious people to access the coaching, classes, and community they need to reach career and educational goals. Notably, I hold the **second-highest contributions to the frontend codebases**. Leland has been recognized as one of the fastest-growing companies in Utah, United States, in 2023.
- Kooledge**: Kooledge is an online learning platform featuring instructional videos, quizzes, and tests for skill development. I led frontend development using **ReactJS**, ensuring a responsive design, and integrated Vimeo for high-quality videos. The project was deployed on AWS Elastic Beanstalk with S3 for storage.
- Ferrum Health**: Ferrum Health pioneers AI to elevate patient outcomes. I revamped their website on **Webflow** for seamless user experience, integrating Webflow CMS. Utilized **Google Tags Manager** for targeted **Google Ads** and **Google Analytics** tracking on key events such as page views and form submissions.

## Languages

- English (Bilingual)
- Finnish (Beginner)
- Urdu (Native)
- Arabic (Beginner)