**Service Objective:**

* To contribute to the development, maintenance, and enhancement of web applications that support Pixlr Group’s product ecosystem.
* To provide front-end development expertise and introduce innovative solutions that improve performance, usability, and product evolution.

**Service Scope:**

* Front-end application development and maintenance
* Functional optimisation and performance analysis
* UI/UX enhancement and innovation
* System diagnostics and issue resolution
* Technical interpretation of business and functional requirements

**Service Description:**

1. Technical Design & Development
   1. Collaborate in designing software systems (software), system architecture (hardware), and database structures (physical and logical).
   2. Assist team leads and senior developers by implementing technical solutions and debugging modules (both existing and new).
2. Functionality & Performance Analysis
   1. Evaluate system functionality against intended design and use cases.
   2. Analyse and optimise code performance (e.g., CPU usage, network traffic, I/O efficiency) and implement improvements accordingly.
3. Research & Innovation
   1. Research emerging technologies, tools, and concepts to support continuous enhancement of front-end capabilities.
   2. Study competitor platforms and translate insights into product improvement opportunities.
4. Problem Identification & Resolution
   1. Detect and diagnose system deficiencies or bottlenecks.
   2. Recommend and implement effective solutions and enhancements to improve front-end architecture and user experience.
5. Requirements Analysis

Interpret technical and functional design needs, ensuring alignment with overarching business workflows and system requirements.

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