**Service Objective:**

To design, develop, and optimise full-stack solutions across Pixlr Group’s AI-powered content creation platforms, ensuring scalable, high-performance, and user-centric applications aligned with product and architectural direction from the Engineering Lead.

**Service Scope:**

* End-to-end software development across front-end and back-end layers.
* Implementation of AI-driven product features.
* System performance optimisation and code quality assurance.
* Participation in continuous integration and deployment (CI/CD) processes.
* Cross-functional collaboration with Product, Design, AI, and Operations teams.
* Operational support and issue resolution in production environments.

**Service Description:**

1. System Design & Development
   1. Design and implement scalable, maintainable application components using modern web technologies (e.g., TypeScript, ReactJS, Node-based frameworks).
   2. Build responsive, high-performance user interfaces and secure back-end services for global-scale use.
2. AI Feature Integration
   1. Integrate and optimise AI-powered features within production environments to enhance performance and usability.
   2. Work with product and design teams to ensure AI functionalities meet user and business needs.
3. Technical Delivery & Quality
   1. Contribute to sprint planning, backlog refinement, and retrospectives.
   2. Conduct code reviews and maintain high standards through established CI/CD pipelines.
4. Cross-Functional Collaboration
   1. Translate business and user requirements into practical technical deliverables.
   2. Coordinate with Product, Design, and AI stakeholders to ensure aligned delivery timelines.
5. Operational Support
   1. Diagnose and resolve application issues across front-end and back-end systems.
   2. Provide second-level technical support and uphold production stability.