**Service Objective:**

* To lead the design, development, and optimisation of AI-powered content creation platforms using TypeScript and cloud-native technologies.
* To contribute in crafting scalable, performant, and user-centric web applications for a global market.

**Service Scope:**

* Full-stack product development (frontend and backend delivery)
* Feature ownership across AI-driven platforms (e.g., PIXLR, Designs.ai, Vectr)
* Software architecture, database design, and DevOps integration
* Cross-functional collaboration (Product, Design, AI/ML, Operations and teams)

**Service Description:**

1. Software Design & Development
   1. Design, implement, and maintain scalable components using TypeScript, ReactJS, and NodeJS.
   2. Build frontend interfaces optimised for speed and responsiveness.
   3. Architect secure and scalable backend systems for high-availability environments.
2. AI Feature Integration
   1. Deploy AI-powered features into production environments.
   2. Optimise AI integrations for performance, stability, and usability.
3. Technical Planning & CI/CD
   1. Participate in agile ceremonies including sprint planning, backlog grooming, and retrospectives.
   2. Review code submissions and ensure quality through CI/CD processes.
4. Cross-functional Collaboration
   1. Translate user and business needs into practical, technical outcomes.
   2. Liaise with UI/UX, Product, and ML teams for aligned product delivery.
5. Operational Support
   1. Troubleshoot application issues across frontend and backend layers.
   2. Provide second-level technical support to business stakeholders as needed.