# **JDs - Chief Technology Officer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Chief Technology Officer  
  
Job Grade : CM2  
  
Department : ITD - Information Technology  
  
Line Manager : Group Chief Executive Officer  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To lead Pixlr Group's global technology strategy and execution with a base in Malaysia, ensuring scalability, resilience, and innovation across all products and platforms.  
  
To build and manage a hybrid team of employees and independent contractors, aligning technology delivery with business goals and product vision.  
  
To represent technology leadership in strategic discussions with internal and international stakeholders, including the Chief Product Officer (CPO).  
  
  
  
Job Scope:  
  
  
Technology strategy and execution  
  
Engineering leadership and team development  
  
Infrastructure architecture and resilience  
  
Product integration and agile delivery  
  
Vendor management and technology budgeting  
  
Cross-functional and international stakeholder alignment  
  
  
  
Job Description:  
  
  
Technology Strategy & Leadership  
  
Develop and execute technology vision aligned with product innovation and company growth.  
  
Collaborate closely with the CPO and other business leaders to translate product roadmaps into scalable technology solutions.  
  
Lead adoption of emerging technologies to maintain competitive advantage (e.g., AI-assisted design, automation, platform interoperability).  
  
  
  
Engineering Team & Culture  
  
Build and manage a high-performing engineering team with a strong cultural fit, based in Malaysia and globally.  
  
Transition from IC-based structure to a balanced in-house model where appropriate.  
  
Foster an engineering culture that balances delivery speed with quality and technical excellence.  
  
Infrastructure & Technical Operations  
  
Oversee infrastructure design for availability, security, and cost-effectiveness (e.g., cloud orchestration, system observability, zero-trust frameworks).  
  
Ensure operational performance across uptime, latency, and scalability metrics.  
  
Maintain business continuity and data protection compliance across jurisdictions.  
  
  
  
Product & Agile Delivery Integration  
  
Align engineering sprints and releases with product development cycles.  
  
Ensure the development of modular, testable, and maintainable codebases across front-end, back-end, and DevOps pipelines.  
  
Champion agile principles and iterative delivery.  
  
  
  
Budgeting, Procurement & Vendor Oversight  
  
Lead IT budgeting processes, cost optimisation, and procurement decisions.  
  
Evaluate and manage vendor and platform partnerships to support business operations.  
  
Ensure alignment of tools and services with operational and financial goals.  
  
  
  
Stakeholder Communication & Governance  
  
Represent the technology function in Board and C-level meetings.  
  
Partner with international stakeholders, including the Chief Product Officer and other C-level peers, to ensure cross-functional alignment.  
  
Deliver technology updates, risks, and opportunities in clear, executive-level formats.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
  
Key Performance Indicators (KPIs)  
  
Timely execution of product-integrated technology initiatives.  
  
System reliability metrics (uptime, latency, critical incident response).  
  
Team health indicators (engagement, retention, productivity).  
  
Documented architecture standards and audit trails.  
  
Stakeholder satisfaction across internal and external functions.  
  
To be confirmed at point of offer and aligned with departmental goals.  
  
The Person:  
  
Minimum 10 years in progressive technology leadership roles, including at least 3 years in a senior executive position.  
  
Proven experience managing distributed and multicultural engineering teams.  
  
Strong familiarity with full-stack architectures, cloud platforms, and modern engineering practices (e.g., CI/CD, microservices, containerisation).  
  
Technical Expertise:  
  
Strong background in software development, system architecture, and infrastructure management.  
  
Demonstrated hands-on experience in coding, debugging, and addressing complex technical challenges using the following tech stack:  
  
Front-End: ReactJS and NextJS for building responsive, high-performance user interfaces.  
  
Back-End: NodeJS and NestJS for developing scalable APIs and server-side applications.  
  
Cloud Infrastructure: AWS for managing cloud services, scalability, and deployment.  
  
Containerization: Docker for streamlining development, testing, and deployment workflows.  
  
Database Management: MySQL for reliable data storage and management.  
  
Additional Back-End Technologies: PHP for legacy systems and Python for AI and data-driven components.  
  
Proficiency with agile methodologies and modern development practices.  
  
Experience with cloud computing, cybersecurity protocols, and data management best practices.  
  
Keeps up with technological advancements; able to contribute hands-on if required.  
  
Excellent communication, stakeholder management, and leadership skills.  
  
Based in Malaysia and able to engage effectively with both local and global teams.  
  
Strong alignment with Pixlr Group's vision, mission, and values:  
  
Vision: Transform content creation with AI-powered solutions, making it efficient and accessible for everyone.  
  
Mission: Empower content creators of every skill level by advancing design capabilities through AI, innovation, and exceptional applications.  
  
Core Values: Innovation, Empowerment, Accessibility, Collaboration, Integrity, Sustainability.  
  
Cultural DNA: Embrace Creativity, Champion Collaboration, Commit to Continuous Learning, Drive Positive Impact, Embrace Innovation.  
  
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# **JDs - Full Stack Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Full Stack Engineer  
  
Job Grade : E2  
  
Department : ITD - Information Technology  
  
Line Manager : Technology Head  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To contribute to the development and optimisation of Pixlr Group’s AI-powered content platforms through full-stack engineering practices.  
  
To build and maintain performant, user-centric web applications using TypeScript and cloud-native technologies.  
  
  
  
Job Scope:  
  
Full-stack product development (frontend and backend delivery)  
  
Implementation of AI-enhanced features in production environments  
  
System and database integration  
  
Cross-functional collaboration with internal teams  
  
  
  
Job Description:  
  
Software Development  
  
Develop and maintain frontend and backend components using TypeScript, ReactJS, and NodeJS.  
  
Implement responsive UI and efficient backend logic for web applications.  
  
Contribute to reusable codebases and ensure code quality through reviews.  
  
  
  
AI Feature Integration  
  
Collaborate with AI/ML engineers to integrate intelligent features into user-facing platforms.  
  
Support performance testing and iteration of AI-enabled tools.  
  
  
  
System Integration & Maintenance  
  
Work with databases and APIs to support application functionality.  
  
Contribute to DevOps workflows, CI/CD pipelines, and infrastructure configuration as needed.  
  
  
  
Agile Collaboration  
  
Participate in agile sprint activities such as planning, reviews, and retrospectives.  
  
Coordinate with Product, Design, and QA teams to deliver aligned features.  
  
  
  
Support & Documentation  
  
Troubleshoot issues across the application stack and provide support during releases.  
  
Contribute to technical documentation and internal knowledge sharing.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Jr Software Quality Assurance Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Jr. Quality Assurance Engineer  
  
Job Grade : E3  
  
Department : ITD - Information Technology  
  
Line Manager : Sr. Quality Assurance Engineer  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To support the quality and reliability of Pixlr Group’s software products by executing structured manual tests on web and mobile platforms.  
  
To participate in testing efforts that ensure key features, user flows, and AI-driven outputs function as intended across supported devices.  
  
  
Job Scope:  
  
Manual testing execution and documentation  
  
Bug reporting and test case management  
  
Web and mobile platform validation  
  
Collaboration with product and development teams  
  
Process documentation and quality awareness  
  
  
The Job:  
  
  
Test Execution & Documentation  
  
Execute manual test cases for AI-powered features on web and mobile platforms (iOS, Android).  
  
Identify, document, and track bugs and usability issues in collaboration with QA leads.  
  
  
  
Cross-Platform Testing Support  
  
Perform functional, regression, and exploratory testing across browsers and mobile devices.  
  
Validate key user flows and content integrity for both web and mobile applications.  
  
  
  
Collaboration & Quality Improvement  
  
Work closely with Engineering and Product teams to ensure early bug detection.  
  
Suggest test coverage improvements and contribute to test plan development.  
  
  
  
QA Process Awareness  
  
Support improvements in testing workflows and documentation.  
  
Participate in QA reviews and share feedback to improve testing consistency and reliability.  
  
  
  
Release Readiness & Issue Monitoring  
  
Assist in verifying live deployments for stability and expected functionality.  
  
Observe production behaviours and report any deviations from expected results.  
  
  
  
Issue Reporting & Risk Awareness  
  
Clearly document and communicate bugs, inconsistencies, and potential issues to relevant stakeholders.  
  
Track reported issues and follow up on fixes as guided by senior QA members.  
  
  
The Person:  
  
Bachelor’s Degree in Computer Science, Software Engineering, or a related field.  
  
2+ years of experience in software testing with hands-on manual testing exposure.  
  
Strong understanding of web and mobile testing fundamentals, including iOS, Android, and cross-browser behaviour.  
  
Familiar with Agile development practices and basic API understanding.  
  
Excellent analytical and problem-solving skills.  
  
Strong verbal and written communication in English.  
  
Curious, eager to learn, and willing to take feedback.  
  
Bonus if experienced or familiar with Playwright, Selenium, Appium, or API testing tools.

# **JDs - Manager, Software Engineering**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Manager, Software Engineering  
  
Job Grade : M2   
  
Department : ITD - Information Technology  
  
Line Manager : VP of Software Engineering / Group CEO  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To manage engineering teams in the development, maintenance, and optimisation of Pixlr Group’s products and platforms with the latest available technology.  
  
To oversee delivery execution, ensuring quality, timeliness, and alignment with organisational strategy.  
  
To foster team growth, collaboration, and continuous improvement across engineering practices.  
  
  
  
Job Scope:  
  
  
Team management and people development  
  
Engineering delivery planning and execution  
  
Hands-on technical programing, coding, and troubleshooting  
  
CI/CD, automation, and quality assurance practices  
  
Cross-functional collaboration with product and design  
  
Continuous improvement of engineering processes  
  
  
  
Job Description:  
  
  
Team Management & People Development  
  
Manage engineers within assigned teams, providing coaching and guidance, feedback, and career development support.  
  
Foster a collaborative, high-performing team culture.  
  
Conduct regular one-to-one check-ins and performance reviews.  
  
  
  
Engineering Delivery  
  
Oversee sprint planning, backlog prioritisation, and delivery tracking.  
  
Balance delivery velocity with technical quality and maintainability.  
  
Ensure team deliverables are aligned with product and business goals.  
  
  
  
Technical Programing, Coding & Troubleshooting  
  
Provide hands-on technical knowledge and constant adoption of latest technology.  
  
Help resolve complex technical challenges during development.  
  
Promote coding standards and best practices across the team.  
  
  
  
Collaboration & Integration  
  
Work closely with Line Manager and Product Managers to define scope, clarify requirements, and align on priorities.  
  
Partner with Backend, Frontend, and DevOps teams to ensure smooth integration and delivery.  
  
Escalate risks or blockers to senior engineering leadership as required.  
  
  
  
CI/CD & Quality Assurance  
  
Support implementation and monitoring of CI/CD pipelines and testing frameworks.  
  
Track build and release reliability within the team.  
  
Promote continuous research and development in the latest available technology and deployment processes.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.

# **JDs - Scrum Master**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Scrum Master  
  
Job Grade : E1  
  
Department : PRO - Product  
  
Line Manager : Chief Product Officer  
  
JDS :   
  
  
  
  
Job Objective:  
  
   
  
To enable agile, predictable delivery across Product and Engineering teams by facilitating Scrum ceremonies, removing impediments, and coaching teams on agile best practices.  
  
  
  
Job Scope:  
  
  
Agile facilitation and coaching  
  
Backlog refinement and stakeholder alignment  
  
Sprint delivery execution and metrics oversight  
  
Cross-functional communication support  
  
  
  
Job Description:  
  
  
Scrum Ceremonies & Agile Practices  
  
Facilitate daily stand-ups, sprint planning, reviews, and retrospectives for both Designs.ai and PIXLR teams.  
  
Ensure time-boxing and focus are maintained during all ceremonies.  
  
  
  
 Impediment Removal & Environment Support  
  
Proactively identify and remove blockers to accelerate team progress.  
  
Cultivate a culture of productivity, collaboration, and accountability.  
  
  
  
Backlog & Stakeholder Collaboration  
  
Support Product Owners with backlog refinement, prioritisation, and readiness for planning.  
  
Ensure shared understanding of goals, scope, and deliverables across stakeholders.  
  
  
  
Coaching & Agile Adoption  
  
Act as a servant leader, guiding the team through Scrum practices and agile mindset.  
  
Coach teams to adopt continuous improvement behaviours via retrospectives and feedback loops.  
  
  
  
5. Delivery Tracking & Reporting  
  
Monitor sprint metrics (e.g., burndown, velocity) and track progress.  
  
Maintain visibility on timelines, helping the team meet planned deliverables.  
  
  
  
Cross-Functional Coordination  
  
Bridge communication between Product, Engineering, Marketing, and Sales teams.  
  
Support smooth external communications related to delivery and agile cadence.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Senior Analytics Engineer (formerly Business Intelligence Analyst)**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Senior Analytics Engineer (Marketing)  
 (formerly Business Intelligence Analyst)  
  
Job Grade : E1  
  
Department : MKT - Marketing   
  
Line Manager : Marketing Director  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To architect and operationalise scalable analytics infrastructure that enables proactive, insight-driven decision-making across Pixlr Group.  
  
To deliver business intelligence solutions that empower stakeholders with reliable, actionable data for strategic initiatives.  
  
To embed data governance, automation, and cross-functional alignment into marketing-centric analytics practices.  
  
  
  
  
  
Job Scope:  
  
The role bridges analytics execution with foundational data engineering, supporting reliable and strategic use of data across the business.  
  
Analytics Infrastructure  
 Stewardship of systems and architecture enabling enterprise-wide data access and reliability.  
  
Data Engineering and Orchestration  
Oversight of data ingestion, transformation, and automation workflows for streamlined analytics delivery.  
  
Business Intelligence and Performance Monitoring  
Management of KPI frameworks and reporting systems that support business performance and strategic reviews.  
  
Cross-Functional Data Strategy  
Alignment of analytics initiatives with business needs across marketing, finance, product, and leadership.  
  
Data Governance and Quality Assurance  
Maintenance of data integrity and compliance through standardized practices and collaboration.  
  
Analytics Enablement and Culture  
Promotion of data literacy and development of tools to empower stakeholders with actionable insights.  
  
Job Description:  
  
  
Analytics Infrastructure  
  
Design and maintain analytics environments including data storage architecture, formats (e.g. Parquet), and access layers.  
  
Replace legacy BI tools (e.g. PowerBI) with scalable alternatives (e.g. Looker Studio)  
  
Data Engineering and Orchestration  
  
Develop reusable, automated data pipelines using tools like Dagster and dlt.  
  
Implement shared logic modules for metrics like retention and ARR, used across Pixlr Web and DSAI.  
  
Business Intelligence and Performance Monitoring  
  
Build dashboards for performance tracking across products.  
  
Ensure alignment with financial metrics by reconciling with internal and third-party datasets (e.g. Stripe, GA4).  
  
Cross-Functional Data Strategy  
  
Collaborate with finance, marketing, and product teams on attribution, product usage, funnel analytics, and UI experiments.  
  
Support strategic planning including IPO-related KPI visibility and stakeholder reporting.  
  
Data Governance and Quality Assurance  
  
Ensure schema consistency, reduce manual interventions, and promote data trustworthiness across tools and reports.  
  
Analytics Enablement and Culture  
  
Distribute self-service dashboards and documentation.  
  
Provide ad hoc guidance and knowledge-sharing to business users  
  
  
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Caleb’s Review/Input:   
  
Please Also refer to my 2024 P&D form which outlines my data engineer work as stretch goals.  
  
  
  
Also refer to my JD which is similar to above when I was originally hired in 123rf   
  
(26) Senior Business Intelligence Analyst | INMAGINE | LinkedIn  
  
Unlike in 123rf with:  
  
pre-existing automated data pipelines / 2) data definition dictionaries (confluence) / 3) automation orchestration tools (airflow) along with 4) data engineer support.   
  
I have to essentially do the above from scratch when migrating to the Pixlr Sdn Bhd dev environment.  
  
The closest role to describe my job would be Analytics Engineer which has much more data engineering responsibility and technical as well  
  
analytics engineer - Google Search  
  
  
  
  
  
  
  
  
  
  
  
  
  
Please refer to the data science pyramid below to roughly gauge my job position  
  
data science pyramid - Google Search  
  
The AI Hierarchy of Needs | HackerNoon  
  
  
  
While most data roles would overlap in responsibility. Pyramid above also roughly describes the responsibilities of the various main data roles.  
  
With 1) data engineers and devops on the bottom third of the pyramid 2) Data analyst and BI analyst in the middle and 3) data scientist / AI on the top end of the pyramid.  
  
While I am mainly hired to perform in the region marked in red. I also have to do data engineering work (green) in order to gather the data in the first place; subsequently build and improve the data in order to ‘move up’ the pyramid. Occasionally I also can have request such as AB testing i.e. (orange region) which can be considered as stretch goals.  
  
Even after moving to marketing, the data engineering related work still needs to be done as per usual in order to support the red region and ideally enhanced insights (orange region)  
  
  
  
  
  
  
  
  
  
  
  
  
  
Data Orchestration / Automation:  
  
Previously in 123rf, this environment was set up and maintained by the data engineering team using Apache Airflow where we can then schedule and maintain simple code automation to be run automatically. (The BI analyst only setup simple automation scripts in the environment rather than whole thing from scratch)  
  
Now that 123rf has separated from pixlr etc. There is a need for a separate data orchestration / automation to be set up. For this I am using / maintaining Dagster | The modern data orchestrator for data engineers building data platforms codes as a substitute for airflow that is previously in 123rf.  
  
Dagster vs. Airflow | Dagster Blog  
  
The reason for the switch of tools is for better fit of Pixlr Sdn. Bhd use case. As 123rf previously was only 1 big property and website while Pixlr Sdn Bhd encompass more websites and apps that can benefit from better code reusability.  
  
Example:   
  
  
  
Retention Metrics: While the underlying data may be different. Both Pixlr and DSAI can utilize the same code to derive the same metrics. This is then scheduled via dagster.  
  
  
  
  
  
  
  
Example: screenshot showing the “jobs” that are currently set up in dagster for Pixlr Web. While I have not yet fully automated the workflow. Currently I just need one click to trigger and run all the jobs above according to its sequence. (Previously had to run manually one by one)  
  
Similar workflows are also available for DSAI and planned for Inabit.  
  
Bottlenecks for automation are access to relevant APIs i.e. (stripe etc. that is currently being raise and approve)  
  
  
  
  
  
  
  
  
  
  
  
  
  
Data Ingestion / Extraction  
  
In conjunction with the automation work above. Data has to be ingested in the respective local environment before it is available for further transformation “massaging” and analytics.   
  
This is commonly referred to as the Extract phase in ETL / ELT data engineering workflows. What is ETL? - Extract Transform Load Explained - AWS  
  
In the case of Pixlr Web, the data currently resides in a mongodb database. Previously back in the 123rf environment both 123rf / Pixlr Web data were maintained and extracted by the data engineers partially via Database Migration - AWS Database Migration Service - AWS.  
  
  
  
However currently due to lack of data engineers / dev-ops availability for support. I have opted to use dlt: the data loading library for Python as a substitute / better use case workflow to ingest the relevant data into Pixlr AWS storage S3 environment.  
  
Apart from Pixlr mongodb. I am also planning to use dlthub for ingesting other datasets including google analytics frontend data / stripe transaction data for DSAI / Inabit. Destinations | dlt Docs. Other connectors for common marketing tools are also available i.e. Hubspot etc. or can be built (as long as API access is available) as a part of the dlthub/dagster automation workflow above.  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
  
Medallion Architecture  
  
What is a Medallion Architecture? In short: medallion architecture is a best practice for structuring data workflow.   
  
Regardless whether I am reporting to Finance or Marketing etc. Cross Department occasionally shares a lot of similar metrics. To prevent duplicated effort / mismatch metrics and reporting. A medallion architecture design would be appropriate for the BI process.  
  
  
  
The picture shows my general workflow and what I am trying to achieve.

# **JDs - Senior Analytics Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Senior Analytics Engineer  
  
Job Grade : E1  
  
Department : MKT - Marketing  
  
Line Manager : Marketing Director  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To assist in the execution of digital marketing initiatives that support brand visibility and campaign outreach.  
  
To contribute to content delivery, campaign tracking, and reporting under guided supervision.  
  
To support the Marketing team with daily tasks across digital platforms and performance channels.  
  
  
  
  
  
Job Scope:  
  
Analytics systems and infrastructure management  
  
Data engineering and orchestration workflows  
  
Business intelligence dashboarding and KPI monitoring  
  
Cross-departmental data strategy and planning  
  
Data quality assurance and governance  
  
Stakeholder enablement through analytics tools and support  
  
  
Job Description:  
  
  
Analytics Infrastructure  
  
Design and maintain data environments (e.g. data warehouse schema, Parquet formats, access layers).  
  
Migrate legacy BI tools (e.g. Power BI) to scalable platforms (e.g. Looker Studio).  
  
Improve system resilience and analytics accessibility across business units.  
  
  
  
Data Engineering & Automation  
  
Build automated pipelines using orchestration tools (e.g. Dagster, dlt) to enable reusable metrics and shared logic (e.g. retention, ARR).  
  
Integrate and transform data from tools such as GA4, Stripe, and product usage APIs for marketing analytics.  
  
  
  
Business Intelligence & Performance Monitoring  
  
Develop dashboards for marketing funnel performance, campaign analytics, and product engagement.  
  
Ensure consistency between BI metrics and finance data (e.g. revenue attribution, ARR reconciliation).  
  
  
  
Cross-Functional Data Strategy  
  
Collaborate with Finance, Product, and Sales to refine attribution logic, support strategic KPI visibility (e.g. for IPO-readiness), and advise on experimentation frameworks.  
  
Translate marketing questions into scalable data products that align with broader business objectives.  
  
  
  
Data Governance & Quality  
  
Monitor schema integrity, enforce documentation standards, and reduce manual data patching through governance workflows.  
  
Promote trusted data sources for self-service adoption across teams.  
  
  
  
Analytics Enablement & Stakeholder Support  
  
Deliver training, dashboards, and tooling that enable marketers and business leads to make data-informed decisions.  
  
Provide ongoing knowledge sharing and ad hoc analysis support to internal teams.  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Senior DevOps Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Senior DevOps Engineer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Assistant Manager, Systems Engineering  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To build, maintain, and optimise resilient, automated infrastructure pipelines that support seamless code integration, deployment, and operational performance.  
  
To drive operational efficiency, security, and reliability through best practices in infrastructure automation, monitoring, and cross-functional collaboration.  
  
  
  
Job Scope:  
  
  
CI/CD pipeline implementation and maintenance  
  
Infrastructure automation and provisioning  
  
Monitoring, troubleshooting, and performance optimisation  
  
Security enforcement and compliance alignment  
  
Cross-functional collaboration with development, operations, and product teams  
  
  
  
Job Description:  
  
  
Continuous Integration & Deployment (CI/CD)  
  
Design, implement, and maintain automated pipelines for building, testing, and deploying applications.  
  
Ensure smooth code integration and delivery across development, staging, and production environments.  
  
Manage the end-to-end flow of code deployments in a global, cloud-native environment.  
  
  
  
Infrastructure Automation & Provisioning  
  
Develop Infrastructure as Code (IaC) using tools such as Terraform, Ansible, or similar.  
  
Automate the configuration and deployment of infrastructure components, leveraging AWS and Kubernetes (EKS/ECS).  
  
Take ownership of the infrastructure, continuously improving architecture, automation, and reliability.  
  
  
  
Monitoring & Performance Optimisation  
  
Implement monitoring tools to proactively detect and resolve system or application issues.  
  
Collaborate with engineering teams to optimise system and application performance, ensuring scalability and robustness.  
  
Troubleshoot infrastructure, CI/CD, and performance issues across various environments.  
  
  
  
Security & Compliance  
  
Integrate security best practices into infrastructure and deployment pipelines.  
  
Collaborate with security teams to ensure compliance with industry standards and regulations.  
  
Support audits and contribute to maintaining a secure operational environment.  
  
  
  
Problem Resolution & Operational Support  
  
Provide on-call support as part of a rotating schedule.  
  
Troubleshoot infrastructure, deployment, and performance issues, offering timely resolutions.  
  
Support business and operations teams in delivering high-quality customer experiences.  
  
  
  
Collaboration & Documentation  
  
Work closely with development, QA, and operations teams to deliver effective infrastructure solutions.  
  
Maintain clear, comprehensive documentation for system configurations, procedures, and incident resolutions.  
  
Contribute to a culture of continuous improvement, pushing boundaries in automation and operational reliability.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
  
  
  
  
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# **JDs - Senior Full Stack Engineer (formerly Senior Full Stack Developer)**

JOB DESCRIPTION  
  
  
  
Role/Position : Senior Full Stack Engineer  
  
 (formerly Senior Full Stack Developer)  
  
Job Grade : E1  
  
Department : ITD - Information Technology   
  
Line Manager : An Nguyen  
  
JDS :   
  
  
  
  
  
Job Objective:   
  
  
To lead the design, development, and optimisation of AI-powered content creation platforms using TypeScript and Cloud Native technologies.  
  
To contribute as a senior engineer in crafting scalable, performant, and user-centric web applications for a global market.  
  
  
  
Job Scope:  
  
  
Full-stack product development with accountability for both frontend and backend delivery.  
  
Engineering ownership of key features across Pixlr Group's suite of AI-powered platforms, including PIXLR, Designs.ai, and Vectr.  
  
Technical influence across product architecture, database design, DevOps integration, and performance strategy.  
  
Collaboration across cross-functional teams including Product, Design, AI/ML, and Operations.  
  
  
  
Job Description:  
  
  
Design, implement, and maintain scalable software components using TypeScript, ReactJS, and NodeJS.  
  
Build and optimise frontend interfaces for high-performance, buttery-smooth user experiences.  
  
Architect backend systems that meet modern standards for scalability, reliability, and security.  
  
Integrate AI-powered features into production environments with a focus on performance and usability.  
  
Collaborate with design and product teams to translate user needs into clear technical deliverables.  
  
Participate actively in sprint planning, code reviews, and CI/CD workflows.  
  
Support business and operations teams by diagnosing and resolving technical issues effectively.  
  
  
  
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# **JDs - Senior IT Security Engineer**

JOB DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Senior IT Security Engineer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Assistant Manager, Systems Engineering  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To strengthen the Pixlr Group’s cybersecurity posture by implementing robust, scalable security solutions aligned with SaaS and cloud-native environments.  
  
To minimise organisational risk exposure and ensure business continuity through proactive threat management, incident response, and compliance alignment.  
  
  
  
Job Scope:  
  
  
Security architecture and implementation  
  
Threat detection and incident response  
  
Vulnerability and risk management  
  
Compliance, audit, and security policies  
  
Security automation and tooling  
  
Cross-functional technical collaboration  
  
  
  
Job Description:  
  
  
Security Engineering & Architecture  
  
Implement and maintain advanced security solutions (e.g., SIEM, endpoint protection, firewalls, IDS/IPS).  
  
Configure, monitor, and fine-tune security infrastructure and tools.  
  
Support the design of secure cloud-native and hybrid IT architectures.  
  
Collaborate with development and operations teams to integrate security measures into systems and applications.  
  
  
  
Threat Detection & Response  
  
Monitor alerts and security events, analysing threats.  
  
Lead incident investigations and response strategies.  
  
Track and apply threat intelligence to enhance defences.  
  
Conduct regular vulnerability assessments and penetration tests.  
  
Develop and implement remediation plans for identified risks.  
  
  
  
Governance, Risk & Compliance (GRC)  
  
Perform technical risk assessments on systems and networks.  
  
Recommend and implement appropriate security controls.  
  
Implement and enforce security policies and compliance practices (e.g., ISO 27001, SOC 2).  
  
Support audit readiness and compliance reporting.  
  
  
  
Security Automation & Tooling  
  
Develop and maintain automation tools/scripts (e.g., SOAR, automated patching).  
  
Enhance operational efficiency and response capability through scripting and workflow automation.  
  
  
  
Collaboration & Documentation  
  
Maintain security documentation, including configurations, incident logs, and technical reports.  
  
Partner with cross-functional teams to embed security in operations.  
  
Contribute to internal security knowledge sharing and awareness initiatives.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Senior Web Application Developer (PHP)**

JOB DESCRIPTION  
  
  
  
Role/Position : Senior Web Application Developer  
  
Job Grade : E1  
  
Department : ITD - Information Technology   
  
Line Manager : An Nguyen  
  
JDS :   
  
  
  
  
  
Job Objective:   
  
  
To lead the development, maintenance, and optimization of web applications.  
  
To contribute technical solutions, ensure code quality, and improve system performance.  
  
To guide and mentor junior developers, promoting team growth and collaboration.  
  
  
  
Job Scope:  
  
  
Web application design and development  
  
Technical solution implementation and debugging  
  
Code optimization and performance benchmarking  
  
Collaboration with team members, including Tech Leads, to meet project requirements  
  
Mentorship and guidance for junior team members  
  
Continuous improvement of development processes and workflows  
  
  
  
Job Description:  
  
  
Web Application Development & Maintenance  
  
Develop and maintain web applications using PHP, ensuring functionality, scalability, and performance.  
  
Implement object-oriented programming practices and reusability in coding.  
  
  
  
System Architecture & Design  
  
Collaborate with Tech Leads and team members on system architecture design and database schema development.  
  
Ensure that the design meets functional requirements and business goals.  
  
  
  
Performance Optimization  
  
Evaluate system performance across various metrics (e.g., CPU, network, I/O utilization) and optimize code for efficiency.  
  
Benchmark and enhance performance to ensure scalability and responsiveness.  
  
  
  
Innovation & R&D  
  
Research and evaluate new technologies, frameworks, and trends to improve web application capabilities.  
  
Propose and implement innovative features, functionalities, and system enhancements.  
  
  
  
Team Collaboration & Mentorship  
  
Work closely with the development team to resolve issues and impediments during sprints.  
  
Provide mentorship and guidance to junior developers, helping them grow and refine their technical skills.  
  
  
  
Competitor Analysis & Feature Enhancement  
  
Stay up-to-date with industry trends and competitor websites to identify opportunities for system improvement and feature expansion.  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
  
  
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# **JDs - Software Quality Assurance Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Software Quality Assurance Engineer  
  
Job Grade : E2  
  
Department : ITD - Information Technology  
  
Line Manager : Sr. Quality Assurance Engineer/Head of Technology  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To support the quality and reliability of Pixlr Group’s software products by executing structured manual tests on web and mobile platforms.  
  
To participate in the testing of features, user flows, and AI-driven outputs, ensuring they function as intended across supported devices.  
  
  
Job Scope:  
  
Manual testing execution and documentation  
  
Bug reporting and test case management  
  
Web and mobile platform validation  
  
Collaboration with product and development teams  
  
Process improvement and quality awareness  
  
  
The Job:  
  
  
Test Execution & Documentation  
  
Execute manual test cases for web and mobile features (iOS, Android).  
  
Identify, document, and track bugs, usability issues, and deviations from expected functionality.  
  
  
  
Cross-Platform Testing Support  
  
Perform functional, regression, and exploratory testing across web browsers and mobile platforms.  
  
Validate key user flows and content integrity on both web and mobile applications.  
  
  
  
Collaboration & Quality Improvement  
  
Work with engineering, product, and other QA team members to ensure early detection and resolution of issues.  
  
Contribute to test plan development and suggest improvements for test coverage.  
  
  
  
QA Process Awareness  
  
Participate in improving testing workflows and ensuring consistent documentation.  
  
Engage in regular QA reviews and contribute to enhancing testing practices.  
  
  
  
Release Readiness & Issue Monitoring  
  
Assist in validating live deployments for functionality and stability.  
  
Observe production environments and report any discrepancies from expected results.  
  
  
  
Issue Reporting & Risk Awareness  
  
Document bugs, inconsistencies, and risks clearly and communicate them to relevant stakeholders.  
  
Follow up on issue resolution and track progress with senior QA guidance.  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.

# **JDs - Sr Front End Developer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Sr Front End Developer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Web Lead  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To deliver smooth and high-performance front-end applications across multiple platforms and product lines.  
  
To develop and maintain APIs supporting front-end functionalities and product integrations.  
  
  
  
Job Scope:  
  
  
Web3 application development and integration  
  
Front-end optimisation for SaaS products  
  
UI/UX realisation and interface responsiveness  
  
Modular development and functional enhancements  
  
Cross-functional collaboration and usability improvements  
  
  
  
Job Description:  
  
  
Front-End Development for Web3 & SaaS Platforms  
  
Develop and optimise front-end interfaces for decentralised applications (DApps) and Blockchain projects.  
  
Translate mockups and wireframes into responsive front-end architecture using React.js.  
  
  
  
Modular Implementation & API Integration  
  
Build and enhance reusable modules in alignment with product architecture.  
  
Develop and maintain APIs that support user-facing features and integrations.  
  
  
  
User Experience & Mobile Responsiveness  
  
Design and implement mobile-optimised features to ensure seamless user experiences.  
  
Collaborate with UI/UX designers to improve usability and visual consistency.  
  
  
  
Testing & Quality Assurance  
  
Conduct comprehensive unit testing and code validation for developed modules.  
  
Optimise code performance and address bottlenecks in front-end behaviour.  
  
  
  
Cross-Team Collaboration  
  
Work closely with back-end developers and designers to deliver cohesive product features.  
  
Provide technical input and feasibility feedback during product planning sessions.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Sr Full Stack Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Sr Full Stack Engineer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Technology Head  
  
JDS :   
  
  
  
  
  
Job 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.  
  
  
  
Job 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)  
  
  
  
Job Description:  
  
Software Design & Development  
  
Design, implement, and maintain scalable components using TypeScript, ReactJS, and NodeJS.  
  
Build frontend interfaces optimised for speed and responsiveness.  
  
Architect secure and scalable backend systems for high-availability environments.  
  
  
  
AI Feature Integration  
  
Deploy AI-powered features into production environments.  
  
Optimise AI integrations for performance, stability, and usability.  
  
  
  
Technical Planning & CI/CD  
  
Participate in agile ceremonies including sprint planning, backlog grooming, and retrospectives.  
  
Review code submissions and ensure quality through CI/CD processes.  
  
  
  
Cross-functional Collaboration  
  
Translate user and business needs into practical, technical outcomes.  
  
Liaise with UI/UX, Product, and ML teams for aligned product delivery.  
  
Operational Support  
  
Troubleshoot application issues across frontend and backend layers.  
  
Provide second-level technical support to business stakeholders as needed.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Sr Quality Assurance Engineer**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Sr Quality Assurance Engineer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Technology Head  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To ensure the quality and reliability of Pixlr Group’s software products through proactive testing strategies and test automation.  
  
To prevent defects from reaching production by designing robust quality assurance processes, identifying inconsistencies, and driving continuous improvement in QA practices.  
  
To lead the development of test plans, cases, and scripts for validating the functionality, usability, and performance of web applications.  
  
  
  
Job Scope:  
  
  
Quality assurance strategy and testing framework ownership  
  
Test automation and regression control  
  
Product validation and release assurance  
  
QA tooling, scripting, and integration (e.g., Jenkins)  
  
Mentorship and peer development within QA team  
  
Risk reporting and resolution tracking  
  
  
  
Job Description:  
  
  
Test Automation & Scripting  
  
Design and develop automated test scripts for web applications, ensuring integration with CI/CD pipelines (e.g., Jenkins).  
  
Maintain and enhance existing automation frameworks and scripts in collaboration with QA Engineers.  
  
  
  
Testing Strategy & Execution  
  
Develop test plans, test cases, and execution scripts based on product requirements and features.  
  
Conduct functional, regression, and performance testing across multiple platforms and environments.  
  
  
  
Process Improvement & QA Standards  
  
Define, review, and enhance testing practices, tools, and workflows to support scalable quality assurance.  
  
Implement safeguards against regression and improve early defect detection.  
  
  
  
Production Monitoring & KPI Alignment  
  
Monitor post-deployment changes to ensure they meet expected business KPIs.  
  
Collaborate with Product and Dev teams to validate production impact.  
  
  
  
Mentorship & Knowledge Sharing  
  
Guide and support junior QA team members through training, test reviews, and best practice sharing.  
  
Foster a culture of quality awareness and continuous improvement.  
  
  
  
Issue Reporting & Risk Communication  
  
Communicate bugs, issues, and risks clearly to the QA Lead or relevant stakeholders.  
  
Track resolution status and support mitigation efforts.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Sr Software Quality Assurance Engineer (Web and Mobile Automation)**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Sr Software Quality Assurance Engineer  
  
Job Grade : E1  
  
Department : ITD - Information Technology  
  
Line Manager : Technology Head  
  
JDS :   
  
  
  
  
  
  
  
Job Objective:  
  
   
  
To ensure the quality and reliability of Pixlr Group’s software products across mobile and web platforms through robust manual and automated testing strategies.  
  
To design, implement, and evolve scalable test automation frameworks that support rapid product evolution in AI-powered environments.  
  
To drive proactive defect prevention and continuous improvement in QA practices across the development lifecycle.  
  
  
  
Job Scope:  
  
  
Quality assurance strategy and cross-platform testing coverage  
  
Test automation and regression control  
  
Product validation and release assurance  
  
QA tooling, scripting, and CI/CD integration  
  
Mentorship and peer development within QA team  
  
Risk reporting and resolution tracking  
  
  
  
Job Description:  
  
  
Test Automation & Scripting  
  
Build and maintain robust automated test frameworks using Playwright (TypeScript), Appium, and Selenium for web and mobile applications.  
  
Integrate test automation with CI/CD pipelines (e.g., Jenkins) to support scalable and efficient release cycles.  
  
Enhance existing scripts to accommodate evolving features and architectures.  
  
  
  
Testing Strategy & Execution  
  
Design comprehensive manual and automated test plans, cases, and scripts aligned to product requirements.  
  
Conduct functional, regression, exploratory, and performance testing across iOS, Android, and multiple browsers.  
  
Validate AI-generated content quality and user experience flows.  
  
  
  
Process Improvement & QA Standards  
  
Continuously refine QA practices, tools, and workflows to improve defect detection and reduce regression risk.  
  
Collaborate with developers and product teams to ensure test coverage and early issue identification.  
  
  
  
Production Monitoring & Release Validation  
  
Monitor live environments to verify business KPI alignment and system stability post-deployment.  
  
Lead triage efforts for critical issues and ensure timely resolution.  
  
  
  
Mentorship & Team Collaboration  
  
Partner with other senior QA engineers and mentor junior team members.  
  
Share knowledge, review test assets, and foster a culture of quality ownership.  
  
  
  
Issue Reporting & Risk Communication  
  
Document and communicate bugs, inconsistencies, and potential risks to relevant stakeholders.  
  
Track resolution efforts and support mitigation planning.  
  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
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# **JDs - Technology Head**

JOB DESCRIPTION  
  
  
  
Type : EE  
  
Role/Position : Technology Head  
  
Job Grade : M1  
  
Department : ITD - Information Technology  
  
Line Manager : Group Chief Executive Officer  
  
JDS :   
  
  
  
  
  
Job Objective:  
  
   
  
To lead and implement Pixlr Group’s technology execution and infrastructure strategy, supporting innovation, scalability, and operational efficiency across all platforms.  
  
To manage and grow a high-performing engineering team while ensuring secure, robust, and cost-effective systems aligned with product and business goals.  
  
  
  
Job Scope:  
  
  
Technology execution and platform scalability  
  
Engineering leadership and team development  
  
Product delivery support and system integration  
  
Infrastructure performance and security  
  
Budgeting, vendor relations, and tech operations  
  
  
  
Job Description:  
  
  
Technology Execution & Planning  
  
Contribute to and execute the technical components of the product roadmap in close collaboration with the CPO.  
  
Align engineering delivery with product timelines and broader business goals.  
  
  
  
Team Development & Management  
  
Lead and mentor engineering team members, fostering a collaborative and high-performance culture.  
  
Oversee transition from IC-based team to in-house employees as required.  
  
  
  
Product & Engineering Integration  
  
Translate product requirements into scalable technical architecture.  
  
Support agile delivery cycles and ensure product-engineering alignment.  
  
  
  
Infrastructure & Operational Resilience  
  
Maintain secure, scalable, and high-availability infrastructure.  
  
Monitor performance and drive system optimisations to meet uptime and latency targets.  
  
Innovation & Emerging Technologies  
  
Identify and adopt emerging tools or technologies to gain competitive advantages.  
  
Encourage experimentation and continuous learning within the team.  
  
  
  
Budget & Vendor Oversight  
  
Manage departmental budgets and evaluate vendor solutions for cost-effectiveness.  
  
Ensure tools and services align with both operational and financial priorities.  
  
  
Accept all other duties as assigned by the Line Manager or any of its authorised officers.  
  
  
  
Key Performance Indicators (KPIs):  
  
Timely execution of product-integrated technology rollouts.  
  
Stability and performance metrics (e.g., uptime, latency, critical issue rate).  
  
Team productivity and retention benchmarks.  
  
Documented architecture and workflow standards.  
  
Positive cross-departmental feedback.  
  
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# **SDs - Android Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Android Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Mobile Application Developer Lead  
  
  
  
  
  
Service Objective:  
  
   
  
To serve as a key contributor in a high-performing mobile development team focused on delivering advanced Photo & Video Editing applications for Android platforms.  
  
To maintain and continuously improve existing Android applications through systematic updates, bug resolution, performance tuning, and functional enhancements.  
  
  
  
  
  
Service Scope:  
  
Android-specific mobile development within Pixlr’s Photo & Video Editing app ecosystem  
  
New feature delivery and iterative enhancements  
  
App performance monitoring and optimisation  
  
Compliance with internal development standards and industry best practices  
  
Collaborative work with Pixlr’s internal teams  
  
  
  
  
  
Service Description:  
  
  
App Development  
  
Contribute to the development of advanced Android applications using native Android technologies (e.g., Kotlin, Jetpack Compose).  
  
Integrate advanced features and enhance existing functionality in line with product objectives.  
  
  
  
Maintenance & Enhancement  
  
Perform regular app updates, implement bug fixes, and address performance bottlenecks.  
  
Apply user feedback to improve app functionality and reliability.  
  
  
  
Technology Standards  
  
Adhere to Pixlr’s coding conventions, testing protocols, and security practices  
  
Apply Android and industry best practices throughout the development lifecycle.  
  
Stay current with evolving Android frameworks and tools to maintain a modern codebase.  
  
  
  
Performance Optimisation  
  
Monitor and enhance app performance across supported Android devices.  
  
Apply efficient coding techniques to ensure smooth operation and minimal latency.  
  
  
  
Team Collaboration  
  
Work collaboratively with other developers, QA, and designers to ensure cohesive app delivery.  
  
Share insights and foster cross-functional collaboration within the mobile engineering team.  
  
  
  
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# **SDs - Flutter Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Flutter Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Technology Head  
  
  
  
  
  
Service Objective:  
  
   
  
To develop and maintain high-quality Flutter applications for both iOS and Android platforms.  
  
To support mobile product development through performance optimisation, feature integration, and code quality practices.  
  
  
  
Service Scope:  
  
Mobile application development using Flutter framework  
  
UI design implementation based on provided design specs  
  
Feature integration including photo editing, AI functionality, and external APIs  
  
Application performance optimisation and troubleshooting  
  
Continuous learning and adoption of emerging mobile development practices  
  
  
  
Service Description:  
  
Mobile Application Development  
  
Develop and maintain cross-platform applications using Flutter that meet design and performance specifications.  
  
Implement user interfaces that align with provided design guidelines and maintain visual consistency across devices.  
  
Cross-Functional Collaboration  
  
Work with designers, product managers, and backend developers to deliver cohesive user experiences.  
  
Participate in discussions to align development work with broader product goals and user expectations.  
  
Feature Integration & Optimisation  
  
Integrate core functionalities such as photo editing and A.I. features into mobile apps.  
  
Optimise application responsiveness, load time, and resource usage to ensure smooth user interactions.  
  
Code Maintenance & Quality Assurance  
  
Conduct regular code reviews, write unit tests, and troubleshoot production issues.  
  
Maintain codebase stability and support ongoing updates and improvements.  
  
Research & Continuous Learning  
  
Stay updated with developments in mobile technologies and frameworks.  
  
Apply new techniques and methodologies to improve workflow efficiency and product quality.  
  
  
  
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# **SDs - Front End Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Front End Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Web Lead  
  
  
  
  
  
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:  
  
  
Technical Design & Development  
  
Collaborate in designing software systems (software), system architecture (hardware), and database structures (physical and logical).  
  
Assist team leads and senior developers by implementing technical solutions and debugging modules (both existing and new).  
  
  
  
Functionality & Performance Analysis  
  
Evaluate system functionality against intended design and use cases.  
  
Analyse and optimise code performance (e.g., CPU usage, network traffic, I/O efficiency) and implement improvements accordingly.  
  
  
  
Research & Innovation  
  
Research emerging technologies, tools, and concepts to support continuous enhancement of front-end capabilities.  
  
Study competitor platforms and translate insights into product improvement opportunities.  
  
  
  
Problem Identification & Resolution  
  
Detect and diagnose system deficiencies or bottlenecks.  
  
Recommend and implement effective solutions and enhancements to improve front-end architecture and user experience.  
  
  
  
Requirements Analysis  
  
Interpret technical and functional design needs, ensuring alignment with overarching business workflows and system requirements.  
  
  
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# **SDs - Full Stack Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Full Stack Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Web Lead  
  
  
  
  
  
Service Objective:  
  
   
  
To deliver full stack development projects that enhance Pixlr Group’s digital engagement through strategic, project-based software development.   
  
To ensure the performance, scalability, and usability of web applications through structured, independent technical contribution.  
  
  
  
Service Scope:  
  
  
Full stack project implementation for Pixlr websites and web applications.  
  
Independent development of scalable features aligned to product team requirements.  
  
Technical solutioning without managerial obligations or internal reporting lines.  
  
Adherence to project-specific usability, quality, and deployment expectations.  
  
  
  
  
  
Service Description:  
  
  
Develop and Deliver Project-Based Solutions  
  
Design, code, test, and deploy full stack components for Pixlr’s digital properties based on defined project assignments. Ensure adherence to technical specifications and expected system performance metrics.  
  
  
  
Collaborate on Feature Implementation  
  
Coordinate with internal IT developers and engineers on assigned modules and feature sets, contributing as a peer contributor within the scope of the specific project—without acting in a managerial or lead role.  
  
  
  
Interface with Product Teams on Business Solutions  
  
Participate in scoped technical discussions with Product teams to translate business needs into deliverable web functionality, providing implementation feedback based on system feasibility.  
  
  
  
Plan Application Architecture for Scalability  
  
Independently plan and structure the architecture of assigned applications and features to support modularity, scalability, and future extensibility.  
  
  
  
Ensure Responsiveness and Quality Assurance  
  
Conduct quality control processes (e.g., cross-device responsiveness, browser compatibility testing) on developed components to ensure alignment with project expectations.  
  
  
  
Propose and Present Technical Enhancements  
  
Identify and suggest technical improvements related to project deliverables, presenting to Pixlr’s technical stakeholders for evaluation within the scope of project decisions.  
  
  
  
Code Optimisation and Technical Debt Management  
  
Conduct refactoring within assigned modules, managing technical debt as appropriate per the project schedule. All optimisations should align with performance and maintainability goals.  
  
  
  
Prepare for Cloud-Based Deployment  
  
Ensure solutions are deployment-ready for cloud environments (e.g., AWS), configuring CI/CD pipelines and related artefacts as required by the project.  
  
  
  
Bug Fixing for Project Usability  
  
Diagnose and resolve technical bugs impacting project delivery. All fixes are to be confined to the boundaries of the specific scope assigned.  
  
  
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# **SDs - Full Stack Engineer Lead**

JOB DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Full Stack Engineer Lead  
  
Department : ITD - Information Technology  
  
Point of Contact : VP of Software Engineering / Group CEO  
  
  
  
  
  
Service Objective:  
  
   
  
To lead the full-stack architecture, technical design, and delivery execution of the Inabit platform, leveraging deep domain experience in AI-integrated systems, modern DevOps, and scalable cloud-native development.  
  
  
  
Service Scope:  
  
  
End-to-end application architecture and engineering strategy  
  
AI integration planning and applied ML delivery  
  
Sprint planning and backlog grooming (in coordination with Product team)  
  
Scalable infrastructure and DevOps enablement  
  
Cross-functional engineering leadership and collaboration  
  
  
  
Service Description:  
  
  
System Design & Full-Stack Engineering  
  
Lead the design and implementation of a modern full-stack architecture using Go, Python, TypeScript, React, PostgreSQL.  
  
Translate product goals into scalable, testable, and extensible engineering components.  
  
  
  
AI-Driven Capability Development  
  
Architect and integrate AI features, leveraging prior experience in LLM applications, multi-agent frameworks, and data pipelines.  
  
Apply practical experience with model deployment (e.g., Ollama, vLLM) and physiological signal processing to align with Inabit’s wellness-tech focus.  
  
  
  
Infrastructure & DevOps Enablement  
  
Deploy containerised services with Kubernetes and set up CI/CD automation via GitHub Actions or equivalent.  
  
Establish infrastructure-as-code (e.g., Terraform) and system observability using Prometheus, Grafana.  
  
  
  
Team Interaction & Collaboration  
  
Collaborate with the Product team to ensure delivery alignment while maintaining engineering autonomy.  
  
Provide architectural guidance and mentorship to internal and external development team members.

# **SDs - Head of Technology**

JOB DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Head of Technology  
  
Department : ITD - Information Technology  
  
Point of Contact : Group Chief Executive Officer  
  
  
  
  
  
Service Objective:  
  
   
  
To drive Pixlr Group’s technology vision and execution to enable scalable growth, product innovation, and digital leadership across its platforms.  
  
To foster a high-performing, agile engineering culture grounded in hands-on excellence, continuous improvement, and alignment with business goals.  
  
To ensure robust, secure, and cost-effective technology infrastructure that delivers reliable, high-quality experiences to global users.  
  
To collaborate closely with the Chief Product Officer (CPO) to align technology and product strategy, ensuring the seamless execution of digital initiatives.  
  
  
  
Service Scope:  
  
Technology strategy and roadmap development  
  
Engineering team leadership and talent development  
  
Product-aligned software and system delivery  
  
Innovation and emerging technology adoption  
  
Infrastructure reliability, scalability, and security  
  
Operational excellence and IT governance  
  
Budget management and vendor coordination  
  
Executive collaboration and stakeholder alignment  
  
  
  
Service Description:  
  
Strategic Leadership  
  
Develop and implement a comprehensive technology roadmap that supports the company’s vision and growth objectives.  
  
Provide strategic direction for technology development, ensuring alignment with business goals and driving digital transformation.  
  
Collaborate with the CEO and CPO to ensure technology initiatives are aligned with the company’s product strategy and to deliver exceptional product experiences.  
  
  
  
Team Management & Development  
  
Lead, mentor, and build a high-performing team of engineers, developers, and IT professionals.  
  
Foster a culture of innovation, collaboration, and continuous improvement, ensuring the team remains agile and motivated.  
  
Prepare for the transition of the team to a full-time staff model after 6 months, based on performance.  
  
  
  
Product Development & Technical Oversight  
  
Work with the CPO and product teams to prioritise and ensure alignment between technology and product goals, driving the delivery of features and products.  
  
Oversee the design, development, and deployment of software products and systems, ensuring they meet quality, security, and scalability standards.  
  
Actively engage in coding and technical troubleshooting for critical projects, setting a high standard for technical excellence and innovation.  
  
Provide hands-on technical leadership, directly contributing to critical components when needed.  
  
  
Innovation & Emerging Technologies  
  
Evaluate and integrate new technologies that can drive competitive advantage, operational efficiency, and product differentiation.  
  
Stay ahead of emerging technologies relevant to Pixlr Group’s platforms and products, integrating them when advantageous.  
  
  
  
Operational Excellence  
  
Implement and optimise best practices and policies for a secure, scalable IT, environment.  
  
Oversee all technology operations to ensure reliable, high-quality performance for Pixlr Group’s global users.  
  
Ensure that the technology infrastructure can scale efficiently with the company’s growth.  
  
  
  
Budget & Vendor Management  
  
Manage the technology budget and external vendor relationships, ensuring cost-effective operations.  
  
Ensure technology investments align with the business’s long-term goals and provide optimal value.  
  
  
  
Collaboration with Executive Leadership  
  
Collaborate with the CPO and other executive leadership to ensure technology initiatives align with Pixlr Group’s overall strategy.  
  
Regularly report on technology progress, offering actionable insights into how technology can continue to drive business success.

# **SDs - Machine Learning & Product Development Engineer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Machine Learning & Product Development Engineer  
  
Department : ITD - Information Technology  
  
Point of Contact : Technology Head  
  
  
  
  
  
Service Objective:  
  
   
  
To develop and integrate advanced machine learning solutions that elevate Pixlr Group’s AI-powered content creation platforms.  
  
To support product innovation through data-driven R&D and continuous enhancement based on user feedback and market trends.  
  
  
  
  
  
Service Scope:  
  
  
  
Development and deployment of machine learning models within Pixlr’s AI platforms.  
  
R&D-led product improvement and technical validation.  
  
Integration of ML outputs into user-facing features.  
  
Performance evaluation, iteration, and maintenance.  
  
Technical collaboration with product, design, and engineering teams.  
  
  
  
Service Description:  
  
  
Machine Learning Development  
  
Design, develop, and deploy machine learning models and algorithms (e.g., computer vision, NLP) that improve Pixlr’s creative tools.  
  
Analyse large datasets to derive insights for model training and performance enhancement.  
  
  
  
System Integration & Validation  
  
Collaborate with product managers and engineers to embed ML outputs into production features.  
  
Conduct rigorous testing and validation to ensure model accuracy and reliability.  
  
  
  
Model Optimisation & Maintenance  
  
Implement scalable ML pipelines (e.g., using TensorFlow, PyTorch, MLflow).  
  
Monitor deployed models and adjust based on performance metrics and user feedback.  
  
  
  
Product R&D & Innovation  
  
Translate user insights and market trends into feature enhancements.  
  
Actively contribute to brainstorming and product roadmap planning with evidence-based recommendations.  
  
  
Continuous Learning & Contribution  
  
Stay abreast of the latest in ML/AI research and apply emerging methodologies.  
  
Participate in code reviews and knowledge sharing within the team.  
  
  
  
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# **SDs - Manager, Software Engineering**

JOB DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Manager, Software Engineering  
  
Department : ITD - Information Technology  
  
Point of Contact : VP of Software Engineering / Group CEO  
  
  
  
  
  
Service Objective:  
  
   
  
To manage engineering teams in the development, maintenance, and optimisation of Pixlr Group’s products and platforms with the latest available technology.  
  
To oversee delivery execution, ensuring quality, timeliness, and alignment with organisational strategy.  
  
To foster team growth, collaboration, and continuous improvement across engineering practices.  
  
  
  
Service Scope:  
  
  
Team management and people development  
  
Engineering delivery planning and execution  
  
Hands-on technical programing, coding, and troubleshooting  
  
CI/CD, automation, and quality assurance practices  
  
Cross-functional collaboration with product and design  
  
Continuous improvement of engineering processes  
  
  
  
Service Description:  
  
  
Team Management & People Development  
  
Manage engineers within assigned teams, providing coaching and guidance, feedback, and career development support.  
  
Foster a collaborative, high-performing team culture.  
  
Conduct regular one-to-one check-ins and performance reviews.  
  
  
  
Engineering Delivery  
  
Oversee sprint planning, backlog prioritisation, and delivery tracking.  
  
Balance delivery velocity with technical quality and maintainability.  
  
Ensure team deliverables are aligned with product and business goals.  
  
  
  
Technical Programing, Coding & Troubleshooting  
  
Provide hands-on technical knowledge and constant adoption of latest technology.  
  
Help resolve complex technical challenges during development.  
  
Promote coding standards and best practices across the team.  
  
  
  
Collaboration & Integration  
  
Work closely with Line Manager and Product Managers to define scope, clarify requirements, and align on priorities.  
  
Partner with Backend, Frontend, and DevOps teams to ensure smooth integration and delivery.  
  
Escalate risks or blockers to senior engineering leadership as required.  
  
  
  
CI/CD & Quality Assurance  
  
Support implementation and monitoring of CI/CD pipelines and testing frameworks.  
  
Track build and release reliability within the team.  
  
Promote continuous research and development in the latest available technology and deployment processes.

# **SDs - Mobile Application Development Lead**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Mobile Application Development Lead  
  
Department : ITD - Information Technology  
  
Point of Contact : Technology Head  
  
  
  
  
  
Service Objective:  
  
   
  
To establish and lead a high-performing mobile development capability focused on the delivery and enhancement of Photo & Video Editing applications for the Pixlr Group, ensuring alignment with product vision, engineering quality, and performance goals.  
  
  
  
Service Scope:  
  
  
Mobile application architecture and engineering leadership  
  
Feature development, updates, and performance optimisation  
  
Code quality, testing, and release readiness  
  
Cross-functional collaboration (Product, Design, AI, QA)  
  
Continuous innovation in mobile technologies and development practices  
  
  
  
Service Description:  
  
  
Technical Leadership  
  
Lead the engineering development of mobile applications to ensure efficiency, scalability, and polish across platforms.  
  
  
  
Code Excellence  
  
Define, review, and maintain high-performance code. Uphold best practices and coding standards within the mobile development team.  
  
  
  
Product Vision Alignment  
  
Collaborate with product, design, and AI stakeholders to translate business requirements into scalable mobile solutions.  
  
  
  
Innovation & Trends  
  
Evaluate and integrate emerging tools and technologies to enhance mobile app capabilities and development speed.  
  
  
  
Performance Tuning  
  
Diagnose and resolve performance bottlenecks to ensure applications function smoothly across devices.  
  
  
  
Team Coordination  
  
Provide technical mentorship and delivery leadership within a cross-functional mobile team.  
  
  
  
Quality Assurance Integration  
  
Work with QA to ensure all releases are stable and of high quality, incorporating robust test strategies.  
  
  
  
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# **SDs - Senior Engineer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Senior Engineer   
  
Department : ITD - Information Technology  
  
Point of Contact : Head of Technology  
  
  
  
  
  
Service Objective:  
  
To architect and deliver scalable, reliable infrastructure for AI-powered content platforms.  
  
To lead full-stack product feature development across frontend, backend, and infrastructure layers.  
  
To optimise system reliability, performance, and cost efficiency while enabling rapid product delivery.  
  
  
  
Service Scope:  
  
Full-stack product development (frontend, backend, APIs)  
  
Infrastructure automation & DevOps integration  
  
Cloud architecture & system reliability  
  
Database management & optimisation  
  
Cross-functional technical collaboration  
  
Operational and business support  
  
  
  
  
  
Service Description:  
  
Software Design & Development  
  
Design, implement, and maintain scalable full-stack applications using TypeScript (NodeJS/ReactJS).  
  
Deliver user-facing features optimised for performance, stability, and maintainability.  
  
Architect backend systems and APIs for high-availability, global-scale environments.  
  
  
  
Infrastructure & Automation  
  
Own and evolve AWS infrastructure, including container orchestration (EKS/ECS), serverless services (Lambda), and IaC (Terraform).  
  
Design and maintain CI/CD pipelines for automated build, test, and deployment.  
  
Drive automation for resilience, self-healing, and cost efficiency.  
  
  
  
System Reliability & Optimisation  
  
Monitor, troubleshoot, and optimise system and application performance.  
  
Implement observability practices (logging, metrics, alerts) to ensure operational excellence.  
  
Balance infrastructure costs against scalability and performance requirements.  
  
  
  
Technical Leadership & Collaboration  
  
Lead architecture discussions and translate requirements into scalable technical solutions.  
  
Collaborate with Product, Design, AI/ML, and Operations teams for aligned delivery.  
  
Mentor engineers and support cross-team technical growth.  
  
  
  
Operational Support  
  
Provide technical support to Operations and Business teams.  
  
Contribute to documentation, process standardisation, and knowledge sharing.  
  
  
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# **SDs - Senior Full Stack Engineer**

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

# **SDs - Senior iOS Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Senior iOS Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Mobile Application Developer Lead  
  
  
  
  
  
Service Objective:  
  
   
  
To contribute as a senior iOS engineer within a high-performing mobile development team focused on delivering advanced Photo & Video Editing applications.  
  
To ensure ongoing maintenance and continuous improvement of mobile applications, delivering regular updates, bug resolutions, and feature enhancements.  
  
  
  
Service Scope:  
  
  
Native iOS application development for Pixlr Group's Photo & Video Editing suite  
  
Maintenance, improvement, and performance tuning of existing apps  
  
Compliance with coding and security standards  
  
Cross-functional team engagement and knowledge sharing  
  
Contribution to technological innovation and platform optimisation  
  
  
  
Service Description:  
  
  
App Development  
  
Contribute to the creation and refinement of state-of-the-art Photo & Video Editing apps for iOS using native development tools (e.g., Swift, Xcode).  
  
Develop innovative features that elevate user experience and align with product direction.  
  
  
  
Maintenance & Enhancement  
  
Address and resolve bugs and performance bottlenecks in existing mobile applications.  
  
Implement user feedback and enhance app usability over iterative updates.  
  
  
  
Technology Standards & Innovation  
  
Adhere to defined coding standards, secure development practices, and team guidelines.  
  
Remain updated on emerging iOS development trends and recommend applicable improvements.  
  
  
  
Performance Optimisation  
  
Optimise app performance for speed, memory usage, and device compatibility.  
  
Conduct testing and profiling to ensure a consistently smooth user experience.  
  
  
  
Team Collaboration  
  
Work collaboratively with other developers, QA, and designers to ensure cohesive app delivery.  
  
Encourage shared learning and contribute to team-wide technical problem-solving.Technical Leadership.  
  
  
  
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# **SDs - Sr Full Stack Engineer**

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

# **SDs - Sr Web Application Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Sr Web Application Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Web Lead  
  
  
  
  
  
Service Objective:  
  
   
  
To develop, maintain, and enhance new and existing web applications in alignment with business requirements and modern web standards.  
  
To contribute actively to technical solutioning and knowledge sharing within the development team.  
  
To provide technical guidance and support to executive-level developers when required.  
  
  
  
Service Scope:  
  
  
Application development and optimisation  
  
Technical evaluation and solution recommendation  
  
Collaborative coding and debugging  
  
System performance analysis  
  
Mentorship and peer guidance  
  
Research and ideation  
  
  
  
Service Description:  
  
  
Understand technical and functional design requirements based on business flows and processes.  
  
Assist in software system design (software), system architecture (hardware), and database design (logical and physical).  
  
Collaborate with the Tech Lead and team members to implement technical solutions and debug both existing and new modules.  
  
Evaluate actual system functionality versus expected outcomes, identify deficiencies, and propose corrective actions.  
  
Write reusable and efficient code using object-oriented programming principles.  
  
Benchmark performance metrics (e.g., CPU, network, IO utilisation) and optimise code accordingly.  
  
Participate in R&D of new technologies, frameworks, and product innovations.  
  
Actively propose and develop new features or enhancements to improve the platform.  
  
Analyse competitors' platforms and functionalities, and recommend relevant improvements.  
  
Provide sprint-based support and unblock peers when within own domain of responsibility.  
  
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# **SDs - Web Application Developer**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Web Application Developer  
  
Department : ITD - Information Technology  
  
Point of Contact : Web Lead  
  
  
  
  
  
Service Objective:  
  
   
  
To contribute to the development, maintenance, and updates of web applications.  
  
To actively participate in web development and provide innovative ideas to the team.  
  
  
  
Service Scope:  
  
  
Web architecture and system design  
  
Application performance optimisation  
  
Functional requirements alignment  
  
Technical research and innovation  
  
Issue resolution and system enhancements  
  
Cross-functional development support  
  
  
  
Service Description:  
  
  
Technical Design & Development  
  
Collaborate on software systems, system architecture, and physical/logical database design.  
  
Support senior developers and team leads by coding technical solutions and debugging new and existing modules.  
  
  
  
Functionality & Performance  
  
Assess the system's actual functionality against its intended purpose.  
  
Measure and optimise code performance metrics such as CPU utilisation, network usage, and IO efficiency.  
  
  
  
Research & Innovation  
  
Engage in researching and developing new technologies, concepts, and products.  
  
Analyse and explore features of competitors' websites to derive innovative ideas.  
  
  
  
Problem Solving  
  
Identify system shortcomings and recommend effective solutions.  
  
Propose novel features, ideas, and enhancements for the system.  
  
  
Requirements Understanding  
  
Understand and interpret technical and functional design requirements in alignment with business processes and flows.  
  
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# **SDs - Web Lead**

SERVICE DESCRIPTION  
  
  
  
Type : IC  
  
Role/Position : Web Lead  
  
Department : ITD - Information Technology  
  
Point of Contact : Technology Head  
  
  
  
  
  
Service Objective:  
  
   
  
To lead the development, maintenance, and performance optimisation of all Pixlr Group web-based products and platforms.  
  
To oversee the web development team—ensuring high code quality, delivery velocity, and technical alignment with product vision  
  
  
  
  
  
Service Scope:  
  
  
Web architecture and performance oversight  
  
Development team leadership  
  
Feature implementation and release coordination  
  
Cross-functional technical collaboration  
  
Developer mentoring and technical reviews  
  
CI/CD and deployment workflows  
  
Web platform scalability and maintainability  
  
Quality assurance and testing frameworks  
  
  
  
  
Service Description:  
  
  
Web Development Oversight  
  
Lead the development lifecycle of web applications across Pixlr Group products (e.g., Pixlr, Vectr, Designs.ai).  
  
Provide architectural direction and enforce coding standards across the development team.  
  
Coordinate with Product Owners to ensure alignment of web deliverables with product goals.  
  
  
  
Engineering Leadership  
  
Guide implementation of responsive, performant, and accessible UI components.  
  
Advocate for modern frameworks and scalable component architectures.  
  
Review code regularly and mentor junior developers in engineering best practices.  
  
  
  
Team & Project Management  
  
Act as the day-to-day lead for developers under your scope.  
  
Prioritise tasks, manage sprints, and allocate development bandwidth in coordination with the Head of Tech and Product team.  
  
Identify process gaps and implement improvements in development, review, and deployment pipelines.  
  
  
  
Collaboration & Integration  
  
Collaborate with Backend, DevOps, and Product stakeholders to ensure smooth integration between systems.  
  
Ensure proper API consumption, error handling, and cross-platform compatibility.  
  
  
  
Tooling & Automation  
  
Oversee CI/CD workflows, build processes, and deployment automation for all web properties.  
  
Ensure the adoption of testing frameworks and enforce adequate code coverage metrics.  
  
  
  
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