

Muzammil Mirza

Developer/Technical Lead - Frontend Developer - Full Stack Developer - Software Engineer

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Cyberjaya, Malaysia

A dedicated **Lead Frontend Developer** with over a decade of experience, I excel at **translating complex requirements** into elegant, high-performance web solutions that deliver exceptional user experiences. My robust technical stack includes **HTML5, CSS3, JavaScript (ES6), ReactJS, VueJS, and TypeScript**, enabling me to craft secure, **reusable**, and **pixel-perfect** applications. As a Lead Frontend Developer at Spiralyze LLC, I combine hands-on development with **strategic team leadership**, successfully guiding and **mentoring three frontend developers**, fostering their growth, and ensuring project milestones are met. I'm adept at creating **advanced CRO tests** for platforms like **VWO, Mutiny, Webflow and Unbounce**, and have a proven track record of optimizing digital assets for maximum impact.

Experience

AUGUST 2022 – PRESENT

Dev Lead Frontend Developer | Spiralyze LLC | Remote

- **Lead and mentor** a team of 3 frontend developers, providing technical guidance, assigning tasks, monitoring progress, and fostering skill development.
- **Orchestrate** weekly team meetings to align on goals, set deadlines, and clarify task specifications.
- **Engineer and implement** complex Conversion Rate Optimization (CRO) tests for leading A/B testing platforms (VWO, Mutiny, Intellimize, Unbounce) using **HTML5, CSS3/SCSS, and JavaScript (ES6)**.
- **Develop and optimize** new web pages and features across various Headless CMS platforms including **WordPress, Webflow, CraftCMS and ContentStack**.
- **Design, develop, and maintain** reusable components in **React, Vue, TypeScript, Gatsby, Next.js**, and integrate with **Tailwind CSS and GraphQL**.
- **Ensure code quality** and application stability through thorough troubleshooting, debugging, and unit testing of React applications using **Jest**.
- **Manage end-to-end development and maintenance** of WordPress websites, leveraging **Elementor, ACF, Visual Composer, GraphQL, and Gutenberg**.
- **Spearheaded the development and ongoing maintenance** of an **AI Therapist Chatbot** using the **ChatGPT Assistant API**, including multi-prompt management via wp-admin, custom fields, custom post types, and the WP REST API.
- **Developed and implemented** A/B test variations from Figma designs for leading CRO platforms including **Google Optimize, Mutiny, VWO, and Unbounce**.
- **Contributed to the development and optimization** of features and pages within **WordPress** environments.
- **Maintained and enhanced** an **OpenAI-based chatbot (ChatGPT 4o)**, integrating functionalities via the Assistant API.

AUGUST 2020 – JULY 2022

Full Stack Developer | Jut-so-de | Berlin, Germany | Remote (2 year contract)

- **Developed and maintained** commercial websites for German-based clients, specializing in **WordPress** development.
- **Utilized a comprehensive suite of WordPress tools**, including **Elementor, Visual Composer, ACF, CPT UI, and WP Core**, to build robust and scalable sites.
- **Engineered and optimized Shopify 2.0 stores** for US-based clients, enhancing their e-commerce capabilities.
- **Designed and built custom e-commerce web applications** using **PHP** to meet unique business requirements.
- **Applied SEO methodologies and best practices** during development, including optimizing for site structure, performance, and semantic HTML to improve search engine visibility and ranking.
- **Implemented web accessibility standards** (e.g., WCAG guidelines, ARIA attributes, semantic HTML) to ensure inclusive and compliant user experiences across all developed platforms.
- **Contributed to creating sustainable web solutions**, aligning development practices with environmentally conscious principles.

JANUARY 2019 – JULY 2020

Full Stack Developer | Eikon 7 | Islamabad, Pakistan | Onsite

- **Led full-stack web development** for a diverse portfolio of commercial websites, including projects for Real Estate and Event Management sectors.
- **Built and deployed** numerous **WordPress** websites, serving a wide range of client needs within the advertising agency.
- **Developed streamlined 5-page websites** with a strong emphasis on optimizing user experience (UX) to enhance client engagement.
- **Translated complex design mockups** from platforms like Figma, Adobe XD, and Photoshop into pixel-perfect, fully functional WordPress themes and custom solutions.
- **Collaborated with NITB (National Information Technology Board)** on a crucial fund-collecting platform, integrating secure payment gateways to facilitate seamless transactions.

JULY 2015 – DECEMBER 2018

Web Developer | Softsys Ltd Pvt | Islamabad, Pakistan | Onsite

- **Led frontend development and ongoing maintenance** for e-commerce platforms, including **WordPress/WooCommerce** and **BigCommerce** stores.
- **Successfully migrated** WordPress e-commerce stores to BigCommerce, significantly enhancing platform usability and performance.
- **Utilized Stencil CLI** for custom BigCommerce theme development and optimization.
- **Integrated various payment gateways** to ensure secure and seamless transaction processing for online stores.
- **Managed bulk product uploads and updates**, streamlining inventory management for large e-commerce catalogs.

Skills

Programming Languages & Core Technologies:

- **Languages:** JavaScript (ES6+), TypeScript, HTML5, CSS3, PHP, SQL
- **Frontend Frameworks/Libraries:** ReactJS, VueJS, Next.js, NuxtJS, Svelte, jQuery, Express.js
- **Styling:** SCSS, Tailwind CSS, Bootstrap, Material UI
- **APIs & Data:** RESTful APIs, GraphQL, JSON, AJAX

Frontend Development & Tools:

- **Testing:** Jest (Unit Testing)
- **Build Tools:** Webpack, npm/Yarn
- **Version Control:** Git, GitHub
- **Collaboration & Design:** Figma, Adobe XD, Slack, Zoom

Backend & Database:

- **Runtime:** Node.js
- **Databases:** MySQL, MongoDB, Firebase

CMS & E-commerce Platforms:

- **Content Management Systems:** WordPress (WooCommerce, Elementor, ACF, Visual Composer, Gutenberg), Webflow, ContentStack, Squarespace, Laravel (basic)
- **E-commerce Platforms:** Shopify 2.0, BigCommerce (Stencil CLI)
- **A/B Testing Platforms:** Google Optimize (GO), Mutiny, Unbounce, VWO, Optimizely, Intellimize

Specialized Tools & Methodologies:

- **AI/ML Integration:** OpenAI (ChatGPT Assistant API)
- **Animation & Visualization:** GSAP, BarbaJS, Chart.js
- **Analytics & Tag Management:** GA4, GTM
- **Cloud:** AWS (basic familiarity)
- **CRO Testing:** VWO, Mutiny, Intellimize, Unbounce (specifically for CRO)

Methodologies & Soft Skills:

- **Development Methodologies:** Agile, Scrum, SDLC, CI/CD
- **Architectural Patterns:** MVC, MVVM, OOP, AOOP, DSA
- **Professional Skills:** UI/UX Principles, Problem Solving, Troubleshooting, Debugging, Mentorship, Wireframing, Networking, Eager to Learn, Collaboration

Education

2011 - 2015

Bachelor of Science in Computer Science | University of Lahore | Islamabad, Pakistan

Final year Project:

- **Designed and developed** a comprehensive **Web-Based Office Management System (WOMS)** using **PHP** and **MySQL**.
- Implemented core functionalities including **employee task management, attendance tracking, leave management, and daily check-in management**.
- Structured the system with a **three-tiered user hierarchy**, supporting distinct roles for Administrators, Managers, and Employees.

Projects & Achievements

AI Therapist Chatbot using ChatGPT Assistant API:

At Spiralyze, I spearheaded the development of an AI therapist chatbot leveraging the ChatGPT Assistant API. This virtual bot provided real-time online therapy, with each session meticulously recorded and analyzed to continually refine the chatbot's efficacy and user experience. This groundbreaking project marked my first foray into Artificial Intelligence and significantly boosted company website engagement, ultimately leading to plans for its expansion into a subscription service. My success on this initiative resulted in a promotion to Lead Developer, where I now manage and mentor a team of three frontend developers.

Seamless Page Transitions with WordPress, Elementor, and BarbaJS:

As a front-end developer at **Jutso**, I tackled a critical client request: transforming a multi-page WordPress site into a seamless, single-page application experience. I achieved this by integrating the Barba.js library, **enabling smooth, reload-free page transitions**. The primary challenge involved **custom integration with an Elementor-built WordPress theme**, which I overcame by analyzing Elementor's component structure and utilizing the **WordPress REST API** to fetch next-page content. The result was a highly performant and **visually stunning website**, earning praise from the company CTO. This solution has remained stable for three years, withstanding WordPress core updates, and can be seen live on proactivity-management.com (mentioned in my portfolio).

Interactive Storytelling Website with GSAP and ScrollMagic:

While at **Jutso**, I developed an immersive storytelling website that uses advanced animations to guide users through a narrative. Leveraging **GSAP and ScrollMagic**, I crafted a unique user experience where scrolling progressively reveals different scenes, each filled with dynamic animations, bringing a **vegan story to life**. This project, visible in my portfolio as "**Demokratie Fan**," showcases my expertise in creating engaging, **scroll-driven web experiences**.

Advanced CRO Test Build for Sign-up Flow Optimization:

I engineered a complex solution to optimize a client's **14-page sign-up process**. The objective was to enhance user interaction by **strategically reordering the flow**, enabling jumps between pages (e.g., page 10 to page 3 and vice-versa) to present more pertinent questions earlier. Faced with a system **lacking API support for flow management**, I developed a custom overlay that **dynamically controlled** the user's journey while maintaining consistent URL targets with the original system. This advanced **Conversion Rate Optimization (CRO)** test significantly improved the sign-up experience.