

Mohamed Usoof Aasif

Senior Frontend Developer (ReactJS)

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WORK EXPERIENCE

Senior Software Engineer Side-International Studios (PTW), Bengaluru	August 2025 – Present
<ul style="list-style-type: none">Developed Import and Export functionality via Excel to enable bulk creation and updates of Contacts, Accounts, and Opportunities, improving data management efficiency and user productivity.Developed a “What’s New” feature enabling admins to publish version-based product updates via a rich text editor and notify users through a top-nav icon, enhancing feature visibility and user adoption.Resolved critical bugs and UI inconsistencies across CRM modules, improving application stability, performance, and overall user experience.	
ReactJS Developer Datami Mobile Solutions (Reach), Bengaluru	September 2022 – July 2025
<ul style="list-style-type: none">Developed and launched a user-friendly web application with an optimized check-out page that boosted userclicks and drove a 20% rise in customer purchases.Implemented Single Sign-On (SSO) login feature to elevate customer experience and enhance security, resulting in significant savings by reducing password reset costs by \$70 per incident.Significantly enhanced web traffic by 125% through strategic improvements in navigation, integration of social media plugins, and implementation of advanced SEO techniques.Led a team of 3+ junior developers, providing mentorship to enhance their proficiency in setting and achieving goals, priorities, and deliverables aligned with product milestones.Conducted 250+ code reviews over the past year and left 100+ comments to help ensure that the code meets quality standards and find bugs.Enhanced user experience by implementing responsive design principles; increased mobile traffic by 40% and reduced bounce rates by 25% within 3 months.	
Software Development Engineer QuikieApps, Bengaluru	June 2021 – August 2022
<ul style="list-style-type: none">Engineered a cutting-edge hybrid application enabling seamless streaming of video content across 10,000+ internet-connected devices; optimized video delivery, reducing buffering time by 40% and enhancing user experience.Integrated caching strategies using workbox that increases application performance by 30% and improves reliability by providing offline access to the content.Implemented internationalization (i18n) that supports application in multiple languages, time zones and regional preferences for the worldwide customers.Improved cross-browser compatibility, ensuring seamless performance across all major browsers; decreased customer complaints by 50% and increased session duration by 20%.Ensured the technical feasibility and optimum function of design feature that accelerated load time by 13% and improved site stickiness by 19%.	
Frontend Developer (Freelance) Zeroes & Ones (Unregistered Startup)	February 2021 – June 2021
<ul style="list-style-type: none">Built a responsive eLearning module using HTML, CSS and JavaScript that enabled students to take MCQ-based assessments and view instant results.Collaborated with a 6-member team in a freelance setup, participating in daily standups and supporting front-end development tasks across multiple modules.Participated in a financial data entry module where users could input personal and family information through dynamic forms.Delivered a static portfolio website for a cardboard box manufacturer, improving UI responsiveness and SEO.	

CORE SKILLS

Frontend: React.js, Next.js, Redux, JavaScript (ES6+), TypeScript, HTML5, CSS3, SASS, Material UI, Tailwind CSS, React Hook Form, React Router

Backend & Database (Familiar): Node.js, Express.js, MongoDB

Tools & Platforms: Webpack, Babel, ESLint, Chrome DevTools, SourceTree, Postman, Firebase, Git & GitHub

CMS & Analytics: Strapi CMS, Google Analytics 4

Libraries & Utilities: Axios, Tanstack Query, Workbox, Lodash, Moment.js, i18n

EDUCATION

Bachelor of Technology in Information Technology

Bannari Amman Institute of Technology, Sathy.

CERTIFICATION

- PG Program in Full-Stack Web Development – NIIT, Chennai
- AWS Certified Developer – Associate (In Progress)