Mohamed Usoof Aasif

Senior Frontend Developer (ReactJS)

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WORK EXPERIENCE

ReactJS Developer | Datami Mobile Solutions (Reach), Bengaluru　　　　　　　**September 2022 – Present**

- 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 ofsocial media plugins, and implementation of advanced SEO techniques.
- Led a team of 3+ junior developers, providing mentorship to enhance their proficiency in setting andachieving 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 meetsquality 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**

- 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 improvesreliability by providing offline access to the content.
- Implemented internationalization (i18n) that support application in multiple languages, time zones andregional preferences for the worldwide customers.
- Improved cross-browser compatibility, ensuring seamless performance across all major browsers; decreasedcustomer 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**

- 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, Redux, JavaScript (ES6+), TypeScript, HTML5, CSS3, SASS, Material UI, Bootstrap, Axios, Workbox
Backend & Database (Familiar): Node.js, Express.js, MongoDB
DevOps & Cloud (Familiar): AWS S3, EC2, Load Balancer, Auto Scaling Groups (ASG), CI/CD Pipelines
Tools & Platforms: Webpack, Babel, ESLint, Chrome DevTools, SourceTree, Postman, Firebase, Git & GitHub
CMS & Analytics: Strapi CMS, Google Analytics 4

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)