Mohamed Usoof Aasif

Senior Frontend Developer (ReactJS)

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with 4.7+ years of experience building scalable and high-performance web applications using React.js, Next.js, and TypeScript. Strong expertise in reusable component design, state management and frontend performance optimization. Experience leading feature development, mentoring engineers, conducting large-scale code reviews, and collaborating within Agile teams to deliver maintainable and user-centric interfaces.

CORE SKILLS

Frontend: React.js, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3
State Management: Redux, Redux Toolkit, TanStack Query
UI & Styling: Tailwind CSS, Material UI, SASS
Performance & PWA: Webpack, Code Splitting, Workbox
Backend (Familiar): Node.js, Express.js, MongoDB
Tools: Git, GitHub, ESLint, Chrome DevTools, Postman
Analytics & CMS: Google Analytics 4, Strapi

WORK EXPERIENCE

Senior Software Engineer | Side-International Studios (PTW), Bengaluru   August 2025 – December 2025

- Developed Excel-based Import & Export functionality to enable bulk creation and updates of Contacts, Accounts, and Opportunities, improving user productivity and data management efficiency.
- Introduced a "What's New" version notification system allowing admins to publish release updates via a rich text editor and notify users through a top-navigation indicator.
- Refined form validation and dashboard search functionality, improving data accuracy and usability across CRM workflows.
- Extended reusable UI components including date pickers (clear date, configurable start day via Storybook) and data tables (sticky columns and column customization) for enterprise use cases.
- Identified and resolved critical UI bugs and inconsistencies across CRM modules to strengthen application stability, performance, and overall user experience.

ReactJS Developer | Datami Mobile Solutions (Reach), Bengaluru   September 2022 – July 2025

- Developed and launched a user-friendly web application with an optimized check-out page that boosted user clicks and drove a 20% rise in customer purchases.
- Delivered 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.
- Drove a 125% increase in web traffic through navigation improvements, social media integrations, and SEO optimizations.
- Led and mentored a team of 3+ junior developers while conducting 250+ code reviews to ensure code quality, consistency, and early defect identification.
- Optimized user experience through responsive design, boosting mobile traffic by 40% and reducing bounce rates by 25% within 3 months.

Software Development Engineer | QuikieApps, Bengaluru   June 2021 – August 2022

- Engineered a hybrid OTT application supporting video streaming across 10,000+ devices, reducing buffering time by 40%.
- Applied caching strategies using Workbox, boosting application performance by 30% and strengthening reliability through offline content access.
- Implemented internationalization (i18n) that supported the application in multiple languages, time zones and regional preferences for global customers.
- Ensured cross-browser compatibility, reducing customer complaints by 50% and driving a 20% increase in session duration.
- Ensured the technical feasibility and optimum function of design features 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.
- Built schema-driven React forms with conditional field rendering, reusable components, and client-side validation for capturing personal and family financial information.
- Delivered a static portfolio website for a cardboard box manufacturer, improving UI responsiveness and SEO.

EDUCATION

Bachelor of Technology in Information Technology
Bannari Amman Institute of Technology, Sathyamangalam.

CERTIFICATION

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