SYED NASAR

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PROFESSIONAL SUMMARY

Results-driven Full Stack Engineer with 3 years of experience building scalable and high-performing web applications. Proficient in JavaScript ecosystems (React, Node.js, Next.js), RESTful APIs, and cloud deployments. Demonstrated expertise in performance optimization, responsive UI development, and backend integration. Strong collaborative skills, agile mindset, and a passion for delivering clean, efficient, and maintainable code. Proven track record of enhancing product KPIs by leveraging technical expertise

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EXPERIENCE

Full Stack Engineer

FYVA | Oct 2024 - Present

- Designed and launched a Shopify-integrated fashion platform with optimised mobile-first checkout flows, driving a **40%** increase in client revenue
- Optimised platform performance by refactoring the legacy JavaScript and source Mapping. Built **20+** reusable components, resulting in **30%** faster development cycles and **40%** fewer API calls while maintaining the pixel-perfect UI delivery.
- Implemented data-driven components and optimisations by analysing Google Analytics events to refine UI/UX and boost engagement.
- Enhanced site performance and SEO by implementing lazy loading, optimizing network requests, and applying semantic HTML, resulting in **92%+** Lighthouse scores and a **40%** improvement in SEO metrics
- Integrated CI/CD pipeline setup and code review process. Reducing the production issues by **40%** through robust quality checks.
- Led **3** major product version releases, aligning engineering efforts with marketing and sales to successfully support seasonal campaigns and drive revenue growth.

Full Stack Enginner

BENFY | Aug 2022 - Aug 2024

- Engineered a Shopify + React platform implementing optimised checkout flows and mobile-first design that increased client revenue by **40**% within **3** months of launch.
- Developed custom business websites and admin dashboards using React and Next.js, with a focus on responsiveness and SEO best practices.
- Integrated backend services using Node.js and Express.js to build scalable APIs and deploy across VPS infrastructure.
- Delivered lead-gen optimised websites for construction and education sectors with a **50%** increase in form submissions.
- Collaborated with designers and content teams to launch pixel-perfect interfaces, improving user engagement across multiple client platforms.
- Improved codebase efficiency and maintainability by implementing modular design patterns and performance auditing.

TECHNICAL SKILLS & TOOLS

- **Languages:** JavaScript (ES6+), HTML5, CSS3, JSON
- **Frontend Frameworks:** React.js, Next.js, Redux
- **Styling & UI:** Bootstrap, CSS Modules, Flexbox, Grid
- **Backend & APIs:** Node.js, Express.js, REST APIs
- **Database & Storage:** MongoDB, Firebase (Basic), AWS S3 , AWS Cognito
- **DevOps & Tools:** Git, GitHub, CI/CD (GitHub Actions), EC2, VPS Hosting (Basic Nginx), Postman
- **CMS & Platforms:** Shopify, WordPress (Basic)
- **Performance & SEO:** Lighthouse Auditing, Lazy Loading, Semantic HTML, Image Optimisation
- **Methodologies:** Agile, Modular Architecture, Component Reusability
- **Core Strengths:** Team Collaboration, Pixel-Perfect Implementation, Debugging & Optimisation.

EDUCATION

(2019 - 2022)

Thiruvalluvar University, Tamilnadu
Bachelor of Computer Application - BCA

CERTIFICATIONS

- JavaScript Fundamentals – GUVI (IITM Research Park)
- Namaste JavaScript – NamasteDev (Akshay Saini)