

NIMRA SHAHZAD

Sr. Software engineer (SFCC Frontend Developer)

Summary

With a rich and dynamic 4+ years of experience, I have consistently delivered innovative user interfaces and robust production-ready web development code. My expertise lies in a unique fusion of design knowledge and mastery of front-end technologies, encompassing HTML/HTML5, CSS/CSS+, SCSS/SASS, Responsive Design, PWA Kit, React.js, Headless Commerce, JavaScript, and jQuery, executed with precision and craftsmanship. Additionally, I possess backend knowledge and have successfully completed payment integrations in the past, making me well-suited for roles that are predominantly front-end focused with some backend responsibilities.

Experience Summary

- Sr. Software Engineer – Royal Cyber – **(Present)**
- Software Engineer (SFCC Frontend Developer) – Royal Cyber – **(Oct 2023 – Oct 2023)**
- Jr. SFCC Frontend Developer – Royal Cyber – **(May 2022 – Oct 2023)**
- Associate software developer – Systems Ltd – **(Oct 2020 – May 2022)**
- UI intern – TechVerx – **(Jun 2019 – Aug 2019)**
- Google developers Student club GIKI – core team member
- Executive member of IEEE, CBS and Project Topi (student societies) at GIKI
- Sponsorship and Media head – Formula student team Infinity GIKI

Project 1

Customer: Rent A center

Role: Sr Software Engineer – Royal Cyber

(Jan 2025 – Present)

Frame Work: Composable, Headless commerce

Technologies: React.js, PWA kit, headless commerce

Job Responsibilities:

- Contributing as a core team member in the ongoing transition of Rent A Center's platform from traditional technology to headless commerce, utilizing React.js and PWA Kit to enhance scalability and performance.
- Building a flexible, composable front-end architecture to streamline content management.
- Creating dynamic, interactive features for a seamless experience across mobile and desktop platforms.
- Balanced high-priority project deliverables while completing a professional **Salesforce AI Associate Certification**, showcasing a strong commitment to continuous learning.

Project 2

Customer: Deciem

Role: Sr Software Engineer – Royal Cyber

(Aug 2024 – Dec 2024)

Frame Work: SFRA - Salesforce commerce cloud

Technologies: React.js, PWA kit, headless commerce, composable, amplience, contentful

Job Responsibilities:

- Worked on DECIEM's email marketing in Salesforce Marketing Cloud (SFMC), creating responsive, cross-client compatible templates from Figma designs.
- Resolved UI bugs and rendering issues across Outlook, SFCC, SFMC and mobile devices through extensive QA testing.
- Ensured pixel-perfect implementation while optimizing modular code for scalability and future reuse.

Project 3

Role: Sr Software Engineer – Royal Cyber

(July 2023 – Aug 2024)

Frame Work: Composable, Headless commerce

Technologies: React.js, PWA kit, headless commerce, composable, amplience, contentful

Job Responsibilities:

- Collaborated on integrating Contentful and Amplience into a Progressive Web App (PWA) using React.js.
- Designed engaging layouts and crafted the overall structure of homepages for an enhanced user experience.
- Conducted a comprehensive analysis of the strengths and weaknesses of both Amplience and Contentful, highlighting their impact on customer satisfaction.
- Conducted extensive research on building solutions to reduce development time by 60%.

Project 2

Customer: INDIGO - Canada

<https://www.indigo.ca/>

Role: Software Engineer (SFCC Frontend Developer) – Royal Cyber

(Oct 2022 – Jun 2023)

Frame Work: Salesforce Commerce Cloud - SFRA

Technologies: HTML/HTML5, CSS/CSS+, SCSS/SASS, Bootstrap, ismls, JIRA, AJAX, JavaScript, J-QUERY, JSON, SFRA, Node, Adobe Analytics, Unit testing

Job Responsibilities:

- Directly worked with design teams and held one-one meetings to ensure highly efficient UI and met their business requirements
- Resolved UI tickets and by rectifying glitches culminated in a marked improvement of the overall user experience within SFCC
- Engaged in addressing Accessibility tickets to enhance user experience and inclusivity
- Ensured seamless customer navigation and interaction on the website by rectifying visual disparities, refining layouts, and ironing out usability intricacies
- Enforced Cross-Browser Compatibility: As a UI developer, you adroitly addressed UI tickets to ensure uniform compatibility across various browsers, fostering an inclusive digital experience for all users

Project 3

Customer: SHOPLC USA

<https://www.shoplc.com/>

Role: Jr. Software engineer (SFCC Frontend Developer) _ ROYAL CYBER

(May 2022 – OCT 2022)

Frame Work: Salesforce Commerce Cloud - SFRA

Technologies: HTML/HTML5, CSS/CSS+, SCSS/SASS, Bootstrap, Page-Designer, AJAX, JavaScript, J-QUERY, JSON, SFRA

Job Responsibilities:

- Integrated responsive UI designs into Demandware framework for web and mobile using HTML5, CSS3 & JavaScript.
- Skillfully tackled UI tickets and rectified glitches within the Salesforce Commerce Cloud (SFCC) platform.
- Secured cross-browser harmony by proficiently identifying and remedying browser-specific anomalies.
- Cultivated client contentment by crafting layouts that not only fulfilled their bespoke needs but also surpassed their anticipations.
- Employed strategic time management, priority setting, and diligent progress monitoring, ensuring the punctual achievement of project milestones and speedy delivery.

Project 4

Customer: KICKSTART- internal project

Role: Salesforce Frontend Developer _ Systems Ltd.

(Feb 2022 – May 2022)

Frame Work: Salesforce Commerce Cloud – SFRA

Technologies: HTML/HTML5, CSS/CSS+, SCSS/SASS, Bootstrap, SFRA, Page-Designer, AJAX, JavaScript, JQUERY, JSON, ISMLS, Node, SourceTree

Job Responsibilities:

- Orchestrated UI management and task delegation among Front-End colleagues.
- Spearheaded seamless team advancement throughout the project lifecycle.
- Worked on the development of a project from its inception, fostering an environment of perpetual learning and streamlined teamwork.
- Mentored and empowered a resource from India through dedicated training for front end development role.

Project 5

Customer: Everything But Water

<https://www.everythingbutwater.com/>

Role: Salesforce Frontend Developer _ Systems Ltd.

(Nov 2021 – Feb 2022)

Technologies: HTML/HTML5, CSS/CSS+, SCSS/SASS, Bootstrap, SFRA, JavaScript, JQUERY, JSON

Job Responsibilities:

- Served as front-end shadow resource, where I effectively handled sub-tasks and adeptly resolved UI-related bugs.
- Additionally, I underwent comprehensive training, progressing from mastering the basics to becoming proficient in advanced front-end development, successfully completing the training program.

Project 6

Customer: Vineyard Vines

<https://www.vineyardvines.com/>

Role: Assistant SE(Backend) _ Systems Ltd.

(Jul 2021 – Oct 2021)

Job Responsibilities:

- Worked on Braintree and paypal Integration as shadow resource.

Project 7

Customer: Canada Goose

<https://www.canadagoose.com/>

Role: Assistant Salesforce Developer

(Dec 2020 – Jun 2021)

Technologies: HTML5, CSS, SCSS, Bootstrap, SFRA, JQUERY, JSON, Gulp, Node, SourceTree, Site-Genesis

Job Responsibilities

- This marked my inaugural project subsequent to the training period of three months, during which I functioned as a back-end shadow resource.
- The core aim was to transition the website from pipelines to SFRA (Storefront Reference Architecture), and my primary responsibility involved rectifying back-end bugs.

Project 8

Customer: SALTO

Company: TechVerx _ UI Intern

(Jun 2019 – Aug 2019)

Technologies: HTML5, CSS, SCSS/SASS, Bootstrap, SFRA, Page Designer, AJAX, JavaScript, JQUERY, JSON, GSAP

Job Responsibilities

- Designed multiple responsive web templates and worked on Salto project template.
- Created a website template for a local restaurant, incorporating experimental animations using JS & GSAP.
- Leveraged these skills for freelancing, translating PSD designs into code.
- Developed straightforward 'to-do list' React JS applications, further utilizing acquired abilities.

Education

BSCS – Ghulam Ishaq Khan institute of technology _ Topi Swabi, Pakistan

(Sept 2016 – June 2020)

A' Levels – University College Lahore _ Lahore, Pakistan

(Sept 2014 – May 2016)

O' Levels – Bloomfield Hall School _ Multan, Pakistan

(Sept 2012 – Nov 2014)

Key Achievements and Skills

- Proven track record of successful projects in Salesforce Cloud Commerce website development.
- Proficient in debugging and troubleshooting code using tools such as Developer Tools.
- Adept at addressing Cross Browser Compatibility issues and implementing optimization techniques like CSS Sprites and industry best practices.
- Proficient in crafting responsive websites with a strong foundation in Bootstrap.
- Skilled in Agile methodologies, actively engaging in Scrum meetings and making valuable contributions to the full project lifecycle.
- Experienced in Agile methodologies, participating in Scrum meetings and contributing to the project lifecycle.
- Demonstrated capability in assuming project responsibilities as a dedicated Developer within a team.
- Provided exemplary quality assurance services, adeptly addressing customer inquiries and concerns to achieve high customer satisfaction.
- Utilized Responsive Web Design templates to align with cutting-edge technology trends.
- Implemented effective Page Optimization strategies and adhered to JavaScript best practices, ensuring seamless Cross Browser compatibility.
- Possess strong communication, interpersonal, and client-facing skills that enhance collaboration and client satisfaction.
- Worked on Contentful and Amplience implementation in a composable project on PWA kit using React.js
- Secured initial sponsorships for Formula Student team "Infinity," boosting media outreach by 50% through strategic social media planning.
- Scored 11th position in IEEE coding competition and worked for NEO X as Robotics module head in GIKI.
- Contributed as a core team member of the Google Developers Student Club, organizing workshops, and actively participating in tech events.