

Reza Kameli *Front end developer*

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SUMMARY

A frontend developer with expertise in HTML, CSS, JavaScript, TypeScript, Next and React, I have developed and launched 3 successful e-commerce websites, 6 dashboard panels that improved data visibility and decision-making for 1000+ clients and 10 landing pages that contributed to increased conversion rates.

PROFESSIONAL EXPERIENCE

Front end developer, Setareh Aval

Feb 2020 – present

- Designed and developed 6 dashboard panels using React and Next that provided real-time visibility into key performance metrics and enabled clients to make data-driven decisions.
- Finished 3 websites using Next and React in the facilities payment services and online shopping industries.
- Audited websites and applications continuously to improve user experience and increase CTR by 30% on average.
- Created and maintained a library of reusable React components that improved development efficiency and reduced code duplication by 40%
- Standardized all output with a new, responsive, mobile-first approach and strategy in all projects that increased 15% mobile traffic on average.
- Collaborated with cross-functional teams to gather requirements, design user interfaces, and ensure seamless integration with back-end systems, resulting in a 20% reduction in development time and a 10% increase in customer satisfaction.

Front end developer, Ertebat cell

May 2019 – Jan 2020

Tehran, Iran

- Build, Test and debug SMS panel and sales panel to ensure high performance and responsiveness
- Successfully optimized website load times by 50%, resulting in a 25% increase in user engagement and a 10% increase in conversions.
- Designing and implementing +5 complex web pages and features
- Identifying and resolving technical issues and bugs daily
- Producing graphs in the sales panel and SMS panel using D3.js and Amchart, enabling users to visualize sales trends and patterns and make informed business decisions.

Junior front end developer,

Apr 2018 – May 2019 | Tehran, Iran

Telecommunication Infrastructure Company

- Developed 10 high-converting landing pages with an average conversion rate of 20%, resulting in a total of 2,000 new leads.
- Utilized A/B testing and user feedback to continuously improve page design and content and maximize effectiveness.

- Collaborated closely with senior developers on complex projects, contributing to the design and implementation of key features and providing valuable insights and feedback that improved overall project quality and user experience.
- Write clean, well-designed, and efficient code using HTML, CSS, and JavaScript


SKILLS


React JS, Next JS, Typescript, PWA, React native, JavaScript, HTML 5, React query, npm, CSS 3 (SASS, Emotion, Tailwind CSS, Bootstrap, ...),
State management (Redux toolkit, Context), **Git, SEO – SEM, Google Ads, Google analysis tools, Office tools**

LANGUAGES

Persian	● ● ● ● ●	English	● ● ● ● ●
Deutsch	● ● ● ● ●		

EDUCATION

Master (MBA), Kharazmi University  Sep 2020 – Oct 2022
Kharazmi University is a major public research university in Iran, named after Khwarizmi (c. 780–850).

Bachelor (Industrial engineering), Azad University  Sep 2007 – Oct 2012 | Tehran, Iran
Headquartered in Tehran, Iran, the Islamic Azad University is the world's sixth-largest university.