RUBAYAT AL IMRAN

Front End Developer

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📍 Uttara, Dhaka

SUMMARY

Passionate front-end developer with over 5 years of experience in web and software development. Expert in React, Redux, JavaScript, and A/B Testing, with a proven track record of writing clear, maintainable, and efficient code. Experienced in working with both small and large teams across multiple projects and companies. Able to work independently of remote locations or in office environments as needed by the company.

PROFESSIONAL EXPERIENCE

Senior Software Engineer
2021 - Present
EchoLogyx
Uttara, Dhaka

- Develop efficient and robust experimentation code using HTML, SCSS, and JavaScript, seamlessly integrating it into existing client sites via experimentation software such as Optimizely, Adobe Target, or VWO.
- Serve as a technical consultant, sharing web development expertise and insights during internal and client-facing video calls.
- Conducted comprehensive code and tool setup reviews for fellow developers, providing constructive feedback and guidance to uphold high-quality standards and best practices.
- Contribute ideas and feedback to support the growth and scalability of CRO Metrics as a business.

Software Engineer
2019 - 2021
EchoLogyx
Uttara, Dhaka

- Executed A/B tests to enhance user experience, utilizing front-end technologies such as Vanilla JS, jQuery, HTML, and CSS.
- Employed industry-leading testing platforms, including Adobe Target, Optimizely, AB Tasty, and Google Optimize, to deliver precise and targeted experiments.
- Ensured pixel-perfect execution and bug-free A/B tests by maintaining meticulous attention to detail and adhering to client specifications.
- Maintain thorough communication and set clear expectations with Project Managers, Quality Assurance Analysts, and clients.

SQA Engineer
2019 - 2017
EchoLogyx
Uttara, Dhaka

- Conduct comprehensive A/B tests and analyses for e-commerce platforms to optimize performance.
- Perform all associated Quality Assurance activities, including test estimation, manual testing, and bug reporting, to ensure seamless functionality and an optimal user experience for e-commerce websites.
- Interpret business and software requirement specifications with a solid understanding of the Software Development Life Cycle.

EDUCATION

Bachelor of Science in Electronics and Communication Engineering (B.Sc. ECE)
2012 - 2016
University of Khulna
Khulna, Bangladesh

GPA | **3.45** / 4.00

Higher Secondary School Certificate (HSC)
2010 - 2011
Satkhira Government College
Satkhira, Bangladesh

GPA | **5.00** / 5.00

Secondary School Certificate (SSC)
2009
Satkhira Govenment High School
Satkhira, Bangladesh

GPA | **5.00** / 5.00

SKILLS

Frontend

React · Redux · JavaScript · TypeScript · JQuery · Sass/Less · Bootstrap · HTML · CSS · CRO · A/B Testing · Webpack · Yarn · Git · Github

Tools

Optimizely · Adobe Target · VWO · ABlyft · Convert · ABTasty · BrowserStack

Languages

English (Professional) · Bengali (Native)

ACHIEVEMENTS

⭐ **Merit Scholarship**
I received multiple merit scholarships throughout my academic journey. These include scholarships from Khulna University, Jashore Education Board for my HSC and SSC examinations, as well as at junior levels for outstanding academic achievements.

⭐ **A/B Testing Expert**
Spearheaded 1000+ high-impact A/B tests as a certified CRO Developer for Fortune 500 brands, resulting in substantial performance enhancements and boosted conversions. Proficient in utilizing tools like Optimizely, VWO, Adobe Target and others to craft seamless user experiences that deliver tangible results.

STRENGTHS

Leadership & Project Management
I believe in the power of communication and collaboration. I've honed my leadership skills to build and guide high-performing teams.

Effective Communication, Coordination & Efficiency
Worked closely with consultants, QA, and PMs to brainstorm and present ideas aligned with the client's needs and goals. Served as a primary liaison during client onboarding sessions, offering insights and suggestions to facilitate a seamless transition.