

SOHEL AHMED ANSARI

Senior Frontend Engineer | React | TypeScript | Design Systems | Team Leadership

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<https://sohelansari.com> Dubai, United Arab Emirates



SUMMARY

Frontend Engineering specialist with 15+ years of experience pioneered in building scalable, high-performance web applications. Expert in React, Typescript, Nodejs and front-end architecture, with a focus on UX, developer experience, design system scalability, and performance optimization. Proven record of leading cross-functional teams, mentoring developers, reducing technical debt, developing pixel perfect UI and accelerating product delivery. Currently residing in Dubai and immediately available for hiring.

EXPERIENCE

Senior Frontend Engineer

Silkhaus

05/2024 - Present Dubai

- Led and managed front-end technology at Silkhaus, including a successful transformation to modern build tools like Vite, reducing build times by 40%.
- Boosted website performance by reducing page load time by 30% through route level code splitting and lazy loading.
- Designed a React + Tailwind + Storybook design system, enhancing feature delivery speed by 20% and minimizing UI rework.
- Implemented Arabic language support, ensuring proper bidirectional behavior.
- Launched and integrated Payload CMS, drastically reducing developer dependency by 60% and facilitating autonomous content management for non-technical teams.
- Established frontend engineering standards with CI/CD checks, linting, and testing pipelines, enhancing code quality and release reliability.
- Involved in feature discussion right from wireframes and mockups until implementation and deployment.
- Manage and mentored a remote team, streamlining code reviews for efficient and maintainable releases.

Senior Software Engineer

Forte Logistics SE & CO. KG

05/2022 - 05/2024 Berlin

- Improved design consistency by 25% by automating design-token synchronization between GitHub and Figma.
- Directed the Material UI v4 to v5 migration, collaborating across multiple squads to achieve zero-downtime roll out.
- Embedded Datadog metrics in CI pipelines improving code health visibility across teams.
- Being part of the UI platform team, advocated for front-end best practices across teams, fostering a culture of maintainable and scalable UI architecture.

Senior Programmer

One.com

05/2016 - 04/2022 Dubai

- Modernized a legacy Knockout.js e-commerce platform by architecting a full React-based rebuild, improving scalability and UX
- Integrated Stripe Payments (Credit Card, iDEAL, Giropay) for EU markets, increasing checkout conversion by 20%
- Acted as the main point of contact between my development team in Dubai and management team in Copenhagen to streamline sprint communication and improve delivery predictability
- Introduced code reviews and linting standards, improving overall code maintainability and on-boarding experience

Senior Programmer

Nexsales Corporation

11/2014 - 04/2016 Mumbai

- Built VoiceReach, an AngularJS-based outreach platform for BPO teams, improving call efficiency and campaign management

Software Engineering Sr. Analyst

Accenture

02/2014 - 11/2014 Mumbai

- Delivered responsive retail website, ensuring mobile optimization and UX consistency

KEY ACHIEVEMENTS



Design Systems Expertise

Special expertise in building scalable design systems



Build Time Reduction

Cut build times by 40% during migration from Webpack to Vite



Page Load Optimization

Improved website page load by 30% through code splitting and lazy loading



Developer Dependency Reduction

Reduced developer dependency by 60% through Payload CMS integration

LANGUAGES

English

Proficient

Hindi

Native

SKILLS



EXPERIENCE

Senior Programmer

Zeus Systems Pvt. Ltd

⌚ 07/2009 - 01/2014 🗺 Mumbai

- Worked on development of many e-learning products to help kids of different age groups learn Maths and Science

PERSONAL PROJECT

Shinobi Sprint

An endless side-scrolling ninja runner game built with **Vite**, **TypeScript**, and **PixiJS**. Leveraged **AI-assisted coding** in **Cursor IDE** to streamline development and boost productivity.

Github link: <https://github.com/sohel-ahmed-ansari/shinobi-sprint>

Play it here: <https://sohel-ahmed-ansari.github.io/shinobi-sprint/>

My portfolio website

A modern, responsive portfolio website built with React, TypeScript, and Tailwind CSS.

Github link: <https://github.com/sohel-ahmed-ansari/sohelansari.com-v3>

Live URL: <https://sohelansari.com/>

EDUCATION

Bachelor of Engineering

University of Mumbai

⌚ 05/2005 - 05/2009 🗺 Mumbai

- Computer Science

DRIVING LICENSE

UAE Driving License

INTERESTS

Board games

Cooking

Travelling

Video games