

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

Forto 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

React	TypeScript	Vite	Webpack
Tailwind CSS	Node.js	HTML	
JavaScript	CSS	SASS	LESS
Bootstrap	jQuery	ES6+	
Responsive Web	Redux	zustand	
Next.js	WebSockets	Jest	
Unit testing	Vitest	Cypress	
Integration testing	Webpack	Vite	
Babel	REST API	Ajax	RTL
i18n			
Git	GitLab	CI/CD	NPM
Docker			
GitHub Actions	Figma	ESLint	
Angular	Material UI	Datadog	
E-commerce	E-Learning	Stripe	
Mentoring	Scrum	Agile	AI
OpenAI API	UI Platform		
SEO Optimisation	User Experience (UX)		
Developer Experience (DX)			

## 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