

SUMMARY

Senior Frontend Engineer with 15+ years of experience pioneered in building scalable, high-performance web applications. Expert in React, Typescript, and front-end architecture, with a focus on UX, developer experience, design system scalability, and performance optimization. Proven record of leading cross-functional teams, 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

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Build Time Reduction

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

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

Reduced developer dependency by 60% through Payload CMS integration
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Feature Delivery Acceleration

Accelerated feature delivery by 20% with React design system implementation

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
GitHub Actions	Figma	ESLint	
Angular	Material UI	Datadog	
E-commerce	E-Learning	Stripe	
Mentoring	Scrum	Agile	AI
OpenAI API	UI Platform		
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/>

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