

# SHAHBAZ ALI

Full Stack Developer / Software Engineer

## CONTACT INFORMATION

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Location: Karachi, Pakistan

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## PROFESSIONAL SUMMARY

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Full Stack Developer specializing in creating high-performance web applications and dynamic user experiences. Expertise spans the entire development lifecycle, from architecting scalable back-ends to crafting intuitive UI/UX. Successfully delivered complex projects including custom CRM and HRMS systems and dynamic websites powered by headless CMS platforms like WordPress. Proficient in JavaScript ES6+, TypeScript, Angular, Next.js, and React.js, building robust applications with optimized rendering techniques CSR, SSR, SSG. Skilled in integrating REST APIs, GraphQL, and managing CI/CD pipelines with GitHub Actions, AWS, and Azure. Experienced in UI/UX design tools like Figma and collaborating effectively in Agile environments.

## TECHNICAL SKILLS

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**Frontend Technologies:** Next.js, React.js, Angular, JavaScript ES6+, TypeScript, HTML5, CSS3

**Backend & APIs:** Node.js, Express.js, REST APIs, GraphQL, WebSockets, API Integration

**Database:** MongoDB, Database Query Optimization, CRUD Operations

**UI/UX Frameworks:** Tailwind CSS, Bootstrap, Material UI, Shadcn UI, Daisy UI, Aceternity UI

**CMS & Headless CMS:** WordPress Headless, Content Management Systems

**DevOps & Deployment:** CI/CD, GitHub Actions, AWS, Azure, Vercel, Netlify, Git, GitHub

**Design & Tools:** Figma, Adobe Illustrator, Responsive Design, Mobile-first Approach

**Project Management:** Jira, ClickUp, Trello, Notion, Agile, Scrum, Team Collaboration

## PROFESSIONAL EXPERIENCE

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## **Software Engineer (Next.js)**

eSanad Insurance | Abu Dhabi, UAE | January 2025 - Present

- Developed and maintained high-performance web applications using Next.js and React.js
- Implemented CSR, SSR, and SSG for optimized rendering and performance
- Designed and optimized database queries for efficient data retrieval and storage
- Developed real-time chat system using WebSockets for instant customer communication
- Integrated Facebook Developer API and WhatsApp Business API for authentication and automated support
- Managed state efficiently using Redux and Context API
- Worked with CI/CD pipelines using GitHub Actions, Azure, and AWS for automated deployments
- Configured and managed Microsoft 365 Admin settings including Global Email Signatures
- Enhanced data security through authentication, authorization, and encryption techniques

## **Web Developer (React JS)**

NX3 Digital | Karachi, Pakistan | January 2024 - December 2024

- Built and maintained responsive web applications with focus on front-end development
- Collaborated with teams using Jira, Slack, and ClickUp to manage tasks and track progress
- Contributed to front-end optimization and deployment processes to improve code efficiency
- Incorporated client feedback into UI/UX improvements to enhance user experience
- Regularly communicated project updates and timelines with clients to ensure alignment

## **Web Developer (Freelance)**

Self-Employed | May 2023 - December 2023

- Managed all aspects of client websites including functionality, content updates, and user experience
- Developed and implemented content strategies to drive engagement and increase website traffic
- Monitored website and social media performance using analytics tools, providing regular reports and insights
- Analyzed data trends to inform future strategies, optimizing content based on audience behavior

## **Web Design and Development**

Multiple Clients (Sanmarco.ae, Innov Stars, Alayamdecor.ae) | Dubai, UAE | July 2022 - December 2022

- Designed and built client websites and systems, decreasing load times by 30% through front-end optimizations
- Assisted in SEO optimization efforts resulting in higher search engine rankings and increased organic traffic
- Created and managed content for social media platforms to increase engagement and brand visibility
- Successfully managed social media platforms for real estate firms including Facebook, Twitter, and LinkedIn

## **Business Development Executive**

Bahria Town Private Limited | Karachi, Pakistan | February 2021 - May 2022

- Conducted effective cold calling campaigns to generate leads and secure new real estate business opportunities
- Optimized lead generation campaigns and ads to generate new business opportunities
- Managed and optimized social media platforms resulting in increased brand visibility and lead generation

## Administrative Assistant

Bahria Foundation (Pakistan Navy) | Karachi, Pakistan | January 2019 - January 2021

- Managed payroll for workers ensuring accurate and timely payments for employees
- Coordinated with various departments to ensure compliance with payroll policies and procedures
- Prepared invoices and documentation for Karachi Shipyard and Engineering Works for warship production
- Maintained accurate and up-to-date payroll records and implemented new payroll processes

## KEY PROJECTS PORTFOLIO

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**eSanad Insurance Platform:** <https://www.esanad.com/>

**Genius Logix:** <https://geniuslogix.com/user/home>

**Hello Altra:** <https://www.helloaltra.com/>

**Powerplay Brands:** <https://powerplaybrands.com/>

**Beeloo:** <https://beeloo.com/home>

**IDEX Innovation:** <https://idexinnovation.com/>

**Infobyne:** <https://www.infobyne.com/>

**Manhattan Medical Arts:** <https://manhattanmedicalarts.com/>

**Diva Salon Academy:** <https://www.divasalonacademy.co.uk/>

## EDUCATION

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### Bachelor in Computer Science (BSCS)

University of Karachi UBIT, Pakistan | 2017 - 2019 (Semester Freeze)

### Pre-Engineering

Intermediate Education, Karachi, Pakistan | 2015 - 2017

### Matriculation

Secondary Education, Karachi, Pakistan | 2013 - 2015

## CERTIFICATIONS & COURSES

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- React JS by Meta
- Python Essentials (Cisco Certified)
- Project Management (Coursera)
- React Native
- How to create a Jira SCRUM project
- Office Essentials
- Excel Macros and VBA