VINU JOY

Senior Frontend Developer | React.js | Next.js | TypeScript | 7+ Years

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PROFESSIONAL SUMMARY

Senior Frontend Developer with 7+ years of experience building scalable React.js, Next.js and TypeScript applications for enterprise retail, real estate, logistics and e-commerce platforms. Strong in SSR/SSG/ISR architecture, Core Web Vitals and Lighthouse performance optimization, SEO-friendly rendering, and reusable component libraries and design systems. Owns frontend architecture end to end, integrates REST APIs and secure authentication, and mentors developers to deliver faster and more consistently. Raised Lighthouse performance from 72 to 95 and cut page load times by 40% on a high-traffic UAE retail platform.

KEY SKILLS

Frontend: React.js, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Responsive Design, Web Accessibility

State Management: Redux Toolkit, Zustand, Context API

UI and Styling: Material UI (MUI), Tailwind CSS, SCSS/Sass, Bootstrap, Storybook, Design Systems, Figma

Performance and Architecture: SSR, SSG, ISR, Core Web Vitals, Lighthouse, SEO, Webpack optimization, Code-splitting, Microservices-based frontends, Micro-frontends

Testing: Jest, React Testing Library, Debugging

Integration: REST APIs, ForgeRock SSO, Salesforce / Yardi APIs, Optimizely (A/B Testing and Personalization), Node.js, Feathers.js

Tools and Process: Git, Azure DevOps, CI/CD, Postman, JIRA, Agile/Scrum, Code Reviews, Mentoring

PROFESSIONAL EXPERIENCE

Senior Software Engineer (Frontend) - Dbiz.ai *Aug 2024 - Present*

Client project: Aldar Properties (UAE) - Retail and Mall Platforms

- Architected the Next.js retail platform for Aldar, a leading UAE real estate developer, using a hybrid SSG/ISR/SSR model for SEO-critical marketing pages and personalized tenant dashboards, cutting page load times by 40%.
- Raised Lighthouse performance score from 72 to 95 and reduced bundle size by 25% through Webpack tuning, code-splitting and Core Web Vitals optimization across four mall websites.
- Integrated secure, real-time data workflows using ForgeRock authentication, Redux Toolkit and Salesforce/Yardi APIs to deliver live retail and tenant content.
- Built a reusable component system adopted across all four mall sites, giving each property a distinct brand identity on shared infrastructure.
- Implemented Optimizely-driven A/B testing and content personalization to improve user engagement.

Senior Software Engineer - Cubet (Contract) *Jun 2024 - Aug 2024*

- Led frontend development of scalable React applications for e-commerce and payments modules, using Redux Toolkit and Zustand to manage complex cross-module state.
- Built a reusable React component library and set component and state-management standards, improving feature delivery speed by 20-30%.
- Mentored junior developers through code reviews and pair programming.

Frontend Web Developer - GSCO Technology Services *Mar 2022 - May 2024*

Client project: CMA CGM - Global B2B Logistics Platforms (Remote)

- Built and maintained enterprise logistics web applications with React and Material UI, improving operational efficiency by 20% and reducing processing time by 15%.
- Engineered a reusable React component library that cut time-to-market for new features by 30%.

- Partnered with backend and product teams in an Agile workflow to ship customer-facing shipping and tracking modules.

Full Stack Web Developer - AlignMinds Technologies *Jul 2019 - Feb 2022*

- Built full-stack web applications using React, Node.js, Feathers.js and REST APIs, delivering stable, production-ready features for multiple clients.
- Designed and delivered custom web solutions across concurrent client engagements, increasing client satisfaction by 30%.
- Delivered complex client projects up to 25% ahead of schedule.

KEY PROJECTS

Aldar Retail Mall Sites (Next.js, SCSS, Microservices, Optimizely)

- Rebuilt four UAE mall websites on a shared microservices architecture, each with a distinct, brand-aligned UI.
- Implemented A/B testing and content personalization to lift engagement.

Retail Tenant WebApp (Next.js, Redux Toolkit, MUI)

- Built an SEO-friendly analytics dashboard with SSR and a reusable component set for scalability.
- Accelerated delivery by integrating mock APIs to unblock frontend work ahead of backend readiness.

EDUCATION

B.Tech in Computer Science and Engineering *2015 - 2019*

A.P.J. Abdul Kalam Technological University - Viswajyothi College of Engineering and Technology