

Muhammad Hadi Hafeez

Experienced front-end software engineer with a focus on building beautiful user interfaces & experiences

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Relevant Experience

Frontend Engineer & UI Designer · **Blickers**

Dec 2022 — Present

Reus, Spain

- Led the redesign of multiple pages and features using Figma, Next.js, and Tailwind CSS, resulting in a 25% increase in user engagement and significant improvements in user experience.
- Collaborated closely with product managers and engineers to translate creative concepts into functional digital experiences within agile two-week sprints.
- Conducted A/B testing using GrowthBook to optimize conversion rates and enhance usability.
- Researched competitor platforms extensively to integrate best practices, improving overall user engagement and satisfaction strategies.

Frontend Developer · **Sociall**

Oct 2023 — Feb 2024

Pennsylvania, United States

- Directed the design and development of key projects, including website and web application, leveraging React and Matrix.
- Implemented UI enhancements to align the Element client with Sociall's visual style guidelines, ensuring consistency and enhancing user experience.
- Utilized Matrix SDK and Element client to build a robust, user-friendly web application, improving platform functionality and user interaction.

Frontend UI Developer · **Wingoo**

Sep 2021 — Mar 2022

San Pedro Garza García, Mexico

- Contributed to a Scrum team of 7 within a larger group of 20+ developers, facilitating the transition from legacy technologies (Ruby on Rails, Slim) to modern frameworks (React.js, Next.js, Tailwind CSS).
- Developed over 40 reusable React.js components and integrated Jest for testing, resulting in a significant reduction in bugs by over 90% in subsequent releases.
- Designed multiple user interfaces using Adobe XD, significantly improving interaction and satisfaction.

Frontend Developer · **Super Reality**

Sep 2020 — Oct 2021

California, United States

- Revamped the landing page for Super Reality, a US-based startup, using HTML, CSS, JavaScript, and Starfield.js, achieving a 40% increase in user engagement.
- Performed comprehensive quality assurance testing to ensure cross-browser compatibility and mobile responsiveness, guaranteeing a seamless user experience across all platforms.

User Interface Designer · **Eventfuel**

Sep 2021 — Mar 2022

Lisbon, Portugal

- Sole designer on a team of 4 developers at Eventfuel, leading the design process and ensuring precise implementation through extensive hand-off using Sketch and Zeplin.
- Initiated the project by proposing wireframes and obtaining client approval for the final design.

Skills

Programming Languages

JavaScript, TypeScript
HTML / CSS / SCSS

Libraries & Frameworks

React.js / Next.js / Gatsby.js
Redux Toolkit
Styled Components
CSS Modules

Tools & Platforms

Strapi
Contentful
WordPress
Webflow
AWS (Amplify, S3)
Firebase
Docker
Figma
Sketch
Adobe XD
Zeplin
Wireframing
Prototyping
Balsamiq

Education

University of Management & Technology

Master of Computer Science
2014 — 2016

Certifications

Georgia Institute of Technology

Introduction to UX Design

Upwork Skill Certification

User Interface Design

Interests

Artificial Intelligence,
Programming, Photography,
Design, Outdoor Adventures