

SAIFULLAH BUTT

CREATIVE FRONTEND DEVELOPER

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PROFESSIONAL POSITIONING STATEMENT

Seeking a role as a Senior Frontend Engineer where I can leverage my 8+ years of expertise in React, TypeScript, and creative 3D development to architect high-performance, visually immersive, and scalable interfaces that drive innovation across a blockchain ecosystem.

PROFESSIONAL PROFILE

Creative and performance-driven Frontend Engineer with over 8 years of experience designing and developing complex, high-impact web applications and immersive interfaces. Specialize in React, Next.js, TypeScript, and advanced motion/3D frameworks (GSAP, Three.js, WebGL), with a proven record of building visually stunning, technically robust, and user-centered experiences. Adept at architecting design systems, optimizing Core Web Vitals, and shipping responsive applications that balance aesthetics and engineering precision. Known for bridging the gap between design and development to deliver frictionless user journeys in high-growth, fast-paced environments.

CORE COMPETENCIES

- Accessibility / Cross-Browser Compliance
- Design Systems & Component Libraries
- Web Architecture & Caching Strategies
- Team Leadership & Agile Collaboration
- SSR / ISR / Static Site Generation
- CI/CD & Cloud Deployments
- Testing & Quality Assurance
- Performance Optimization
- State Management
- Core Web Vitals
- Animation & 3D
- API Integration

EDUCATION

BACHELOR OF SCIENCE (B.Sc.) IN COMPUTER SCIENCE, 2021

University of the Punjab – CGPA: 3.7/4.0

GENERAL SCIENCE, 2017

Punjab College of Information Technology – Grade A

CERTIFICATIONS

- IBM Full Stack Software Developer, Coursera, 2021
- Microsoft Azure Fundamentals, 2021
- Microsoft Azure Developer Associate, 2021

WORK EXPERIENCE

ICON MARCOM GROUP, DUBAI, UAE (REMOTE), 2023 – PRESENT

CREATIVE FRONTEND DEVELOPER

- Engineered modern JamStack applications using React, Next.js, and TypeScript, creating modular, reusable layout systems that improved maintainability and design consistency across multiple brand platforms.
- Designed immersive 3D, animation-rich experiences powered by Three.js, GSAP, and WebGL, enhancing brand storytelling through interactive motion graphics and real-time rendering.
- Integrated headless CMS solutions including Hygraph, Strapi, Drupal, and WordPress, building efficient API routes and secure authentication workflows for scalable content delivery.
- Enhanced web performance by fine-tuning asset pipelines, optimizing Core Web Vitals, and improving accessibility scores above 95 on Lighthouse benchmarks.

- Partnered with UX and backend teams to define reusable UI patterns, streamline design system adoption, and ensure consistency in user experiences across applications.
- Architected SSR/ISR strategies and caching solutions to deliver real-time content rendering with reduced load times and seamless user interactions.
- Mentored junior engineers through code reviews, performance workshops, and technical guidance sessions to elevate overall team output and best practices.
- Evaluated analytics data to refine user engagement strategies, leveraging event tracking and conversion metrics to guide UI/UX decisions.

KEY ACHIEVEMENTS

- Spearheaded multiple 3D-driven client websites that increased user engagement and session duration by over 35%.
- Led accessibility improvements achieving Lighthouse scores above 95 across flagship projects.

ADEO GROUP, REMOTE, 2020 – 2023**SENIOR FRONTEND ENGINEER**

- Developed and maintained Laravel and WordPress applications, creating modular plugins and optimizing backend performance to improve overall platform efficiency and maintainability.
- Implemented headless eCommerce solutions utilizing Shopify and WooCommerce GraphQL APIs, enabling seamless integration with custom frontend frameworks.
- Produced advanced interactive experiences through GSAP and Three.js, merging visual design with technical precision to deliver engaging brand presentations.
- Managed DevOps processes including CI/CD pipelines and multi-site migrations, ensuring smooth deployment cycles and stable application environments.
- Collaborated cross-functionally with design and QA teams to implement scalable design systems, strengthen testing protocols, and streamline feedback loops.
- Configured third-party API integrations for payments, analytics, and content distribution to enhance product functionality and improve system resilience.
- Amplified performance by optimizing Webpack and Vite configurations, reducing build times and increasing developer productivity.
- Coordinated technical delivery schedules to align engineering output with marketing campaign timelines and release targets.

KEY ACHIEVEMENTS

- Delivered over 15 high-traffic client projects that improved engagement by up to 40%.
- Reduced build times by 20% through optimized Webpack and Vite setup.

IDC MARKETING, REMOTE, 2019 – 2020**SENIOR FULL STACK DEVELOPER**

- Directed a 13-member development team in building multilingual eCommerce and CMS platforms using PHP/Laravel and GrapesJS, ensuring robust architecture and intuitive drag-and-drop functionality for marketing teams.
- Conceptualized comprehensive database schemas and RESTful APIs to unify back-end and front-end operations, enabling faster data retrieval and improved maintainability across deployments.
- Designed custom WordPress themes and plugins that supported unique brand identities and dynamic content requirements across multiple client websites.
- Supervised server configurations, CI/CD pipelines, and automated deployment systems to enhance reliability, reduce errors, and accelerate production cycles.
- Facilitated collaboration between design, QA, and business stakeholders to align development outputs with user expectations and organizational goals.
- Provided team mentorship through workshops on PHP best practices, Laravel optimization, and agile collaboration to improve project efficiency and code consistency.
- Oversaw testing protocols and bug-tracking workflows to enhance system stability and ensure seamless user experiences across supported platforms.
- Authored technical documentation and user training guides to streamline client handovers and ensure successful post-launch maintenance.

KEY ACHIEVEMENTS

- Managed successful end-to-end delivery of over 10 enterprise-grade web platforms across eCommerce and content management sectors.
- Automated deployment procedures that reduced downtime and manual intervention by approximately 40%.

YAZU HOST, PAKISTAN, 2016 – 2018

JUNIOR WEB DEVELOPER

- Designed, developed, and launched more than 10 full-stack eCommerce websites and custom applications, aligning front-end functionality with client-specific business goals and user experience needs.
- Administered WHM hosting environments, performing domain management, DNS configuration, and client-side deployment with a focus on security and reliability.
- Created responsive, user-focused interfaces optimized for multiple devices, incorporating accessibility standards and intuitive navigation design.
- Collaborated closely with small business owners to define technical requirements, project timelines, and user objectives to ensure successful outcomes.
- Implemented front-end animations and transitions to enhance interactivity and visual appeal without compromising performance or loading speed.
- Contributed to back-end development with PHP and MySQL, enabling secure data handling and customized content management solutions.
- Conducted rigorous QA testing, debugging, and version control to deliver consistently stable production releases on tight schedules.
- Supported long-term maintenance and iterative improvement of client projects, incorporating feedback to continuously refine usability and scalability.

KEY ACHIEVEMENTS

- Delivered 10+ production-ready web applications that exceeded client expectations in both usability and performance.

TECHNICAL SKILLS

Frontend: React/Next.js, Vue.js/Nuxt.js, Remix, TypeScript, JavaScript (ES6+), Redux, Web3.js, SSR/ISR, React Native, Expo, HTML5, CSS3, SCSS, Tailwind CSS

Creative & Animation: GSAP, Three.js / R3F, WebGL, GLSL Shaders, Cannon.js, Anime.js, Pixi.js, P5.js, Framer Motion

Architecture & Tools: JamStack, RESTful APIs, GraphQL, Node.js, Postgres, MySQL, Azure Cloud, Vite, Webpack, Git, CI/CD, Babel, Jest, Cypress, ESLint, Prettier, Draco, Blender

ADDITIONAL INFORMATION

Languages: English, Urdu

Interests: Sports, video games, traveling