



Afiya Zannuba Jaleel

Dubai (On Visiting Visa)

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Job Preference: Full-time | Software Engineer | [Portfolio](#)

Location Preference: Open to relocate across UAE

Summary : Frontend-Focused Full Stack Developer with 3.6 years of experience delivering responsive, high-performance eCommerce websites using Shopify, Magento, ReactJS, and Next.js. Skilled in building scalable UI components, integrating RESTful/GraphQL APIs, and optimizing site performance (boosting page speed scores by 20%+). Recognized at MACHathon 2024 for contributing to an award-winning AI product recommender. Adept at cross-functional collaboration, mobile-first design, and implementing headless commerce using Shopify Hydrogen.

Key Skills:

Frontend: HTML5, CSS3, JavaScript, ReactJS, Tailwind CSS, Bootstrap, jQuery, NextJS, Typescript

Platforms: Shopify, Magento 2, Shopify Hydrogen, WordPress, Webflow, WooCommerce

Backend: Node.js, Express.js, MongoDB, PHP

Tools: GitHub, Bitbucket, Jira, Zoho, Docker, Google Analytics, Hotjar, SearchConsole.

Practices: Cross-browser compatibility, Performance optimization, Mobile-first / responsive design, API integration, Agile & SDLC methodologies, Debugging & troubleshooting

WORK EXPERIENCE

HD Digital Media Co. LLC, Dubai, UAE

October 2025 - March 2026

Full Stack Developer

- Developed and delivered client websites across hospitality, e-commerce, F&B, and wellness industries using WordPress, Shopify, React, and MERN stack.
- Improved website SEO performance through keyword optimization, on-page SEO strategies, meta tag structuring, and page speed enhancements, helping websites achieve higher search engine rankings and improved user engagement across industries including restaurants, oil & gas, gyms, perfumes, and fashion brands.
- Managed end-to-end website maintenance, performance monitoring, and technical optimization using tools such as Google Search Console, Google Analytics, GTM, and PageSpeed Insights to ensure fast-loading, responsive, and SEO-friendly web experiences.
- Built and customized WordPress/WooCommerce stores using Elementor, configuring themes, plugins, navigation, and responsive layouts.
- Developed WooCommerce storefront for shisha delivery brand with product catalog, cart customization, age verification, and WhatsApp ordering.
- Implemented Arabic/English bilingual support with Weglot plugin and custom CSS for consistent UI.
- Managed Shopify e-commerce store, creating product categories, configuring collections, and resolving mobile responsiveness issues.
- Optimized website assets using Figma/WebP conversion and implemented GTM/GA4 conversion tracking.
- Collaborated with clients via Google Meet, gathered requirements, and coordinated revisions with design and development teams.
- Managed social media accounts including Instagram, Facebook, LinkedIn, and Pinterest by uploading content, maintaining brand pages, and handling regular post updates.

- Developed and customized responsive Magento themes using HTML5, CSS3, JavaScript, jQuery, and Knockout.js.
- Contributed to an AI-powered product recommendation engine during MACHathon 2024, from ideation to MVP. Project was recognized as an Innovation Champion by Bold Commerce.
- Developed and customized Magento and Shopify websites with focus on performance, responsiveness, and user experience improvements.
- Integrated third-party services and implemented custom features based on client requirements.
- Optimized frontend performance using Lighthouse, GTmetrix, and Magento's built-in caching tools.
- Participated in project estimation, planning, and sprint discussions to align development with business goals.
- Familiar with Docker-based environments, ensuring consistency across development and production setups.
- Maintained high code quality using ESLint, following best practices across all projects.
- Collaborated with backend developers to integrate REST and GraphQL APIs, and Magento core services.
- Implemented third-party extensions and custom libraries for both Magento and Shopify, including features like free shipping bar and free gift based on cart value.
- Attended client meetings, translated specifications into actionable features, and contributed ideas to improve project outcomes.
- Received training in Shopify Hydrogen, exploring headless commerce architecture and best practices.

- Built dynamic ReactJS/Next.js interfaces by converting Figma mockups into responsive, mobile-first pages, improving design consistency.
- Revamped legacy websites by migrating to Tailwind CSS, reducing CSS code by 30% and improving maintainability.
- Developed key B2B features for BigCommerce projects, including Quote pages, Checkout flows, and Product Listings, boosting usability for distributors.
- Integrated APIs with Fastify.js, MongoDB, and Mongoose, ensuring smooth backend communication.
- Implemented secure authentication (JWT, OAuth) and scalable API endpoints (REST/GraphQL) for client platforms.
- Collaborated with UX/UI teams to deliver pixel-perfect UI while aligning with business goals.

EDUCATION

Government Engineering College, Thrissur

2018-2022

Languages & Soft Skills

- Languages: English, Malayalam, Hindi
- Soft Skills: Strong communication skills, Problem solving, Team Collaboration, Adaptability and flexibility, Time management, Attention to detail, leadership and mentoring.

Portfolio & Projects

- **AI Product Recommender (MACHathon 2024 – Bold Commerce Innovation Champion):** Enhanced product discovery with ReactJS-based UI and AI-driven recommendations.
- [My Portfolio Link](#)