

Asad Saeed

Senior Frontend Engineer



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asad-saeed.vercel.app

PROFILE

Senior Frontend Engineer experienced in building scalable SaaS, fintech, and enterprise applications. Strong focus on frontend architecture, performance optimization, and reusable UI systems, with a proven ability to lead development, collaborate with cross functional teams, and deliver production grade web applications.

CORE SKILLS

Languages & Frameworks

JavaScript, TypeScript, React.js, Next.js, Node.js

State & APIs

React Hooks, State Management, Redux Toolkit, React Query, Zustand, API Integration, REST APIs, GraphQL

Tools

Git, CI/CD, WebSocket, Vercel, Netlify, AWS Amplify, Jira, Trello, Figma, Collaboration, Agile/Scrum

UI & Styling

Tailwind CSS, Bootstrap, Shadcn UI, Next UI, Material UI, Ant Design, Responsive Design

Performance & SEO

Code Splitting, Lazy Loading, Caching, SEO Optimization, Lighthouse Improvements, Accessibility

Animation & Visualizations

Framer Motion, Swiper, ApexCharts, React Chart, Chart.js

PROFESSIONAL EXPERIENCE

Global Software Consulting (GSoft)

Senior Software Engineer

06/2023 – Present

Australia | Pakistan

- Architected a scalable micro-frontend architecture, reducing deployment time by 50% and enabling seamless feature integration across multiple product lines.
- Led collaboration with clients, product managers, designers, and backend engineers to translate business requirements into production-ready features.
- Boosted application performance and SEO through SSR strategies, caching, and bundle optimization, ensuring stable production deployments via CI/CD pipelines.

Fuzion Dev

Frontend Engineer

08/2022 – 06/2023

Remote

- Developed scalable HRM and CRM frontend systems with role based access, real time data updates, and complex state driven interfaces for enterprise workflows.
- Architected a high-throughput WebSocket system with connection pooling, batching, and resilient reconnection, enabling low-latency communication for 100K+ devices.
- Refactored and optimized application state management using Redux Toolkit and React Query, improving scalability, data consistency, and maintainability.

Arbitech Solution

Frontend Developer

01/2022 – 07/2022

Lahore, Pakistan

- Developed Web3 platforms using React.js and Next.js, integrating blockchain APIs and smart contracts for decentralized functionality.
- Built reusable UI components with modern libraries, charts, and animations, improving consistency and performance across features.
- Reduced feature development time by 25% through component reusability and frontend optimization practices.

PROJECTS

Obenan – AI Driven SaaS Platform [↗](#)

Contributed to an AI powered local business SEO and digital presence platform, integrating OpenAI and third-party services to automate listings, reviews, and analytics, with modular AI interfaces delivering actionable insights.

XConnect – Financial Trading & Market Access Platform [↗](#)

Designed a high performance landing page and internal portals for trading operations, applied responsive design, role based access, and scalable frontend architecture supporting millions of financial market users.

FoodSwitch – Food & Nutrition Platform [↗](#)

Product of: The George Institute for Global Health

Shaped a portfolio site and dashboard [↗](#), with complex frontend logic for data visualization, role based access, and cross system synchronization to support healthier food choices based on nutrient calculations.

Pedlar – Fashion E-Commerce SaaS [↗](#)

Delivered Core frontend features for a creator-focused fashion marketplace, integrating APIs for products, pricing, and checkout flows, and enabling personalized storefronts for seamless creator to consumer commerce.

IV Wellness – CRM & HRM Platform [↗](#)

Built a lead management and HR platform, implemented API-driven workflows for clients, appointments, and operations. Enhanced role based dashboards that streamlined team tasks, tracking, and increased data accuracy.

ESTRELLA TERA – NFT & Token Swap Platform [↗](#)

Crafted a blockchain web app for NFT minting and token swaps, designed fully responsive interfaces, and integrated Web3 solutions to ensure seamless user interactions and secure blockchain transactions.

EDUCATION

Bachelor of Science in Software Engineering

Government College University (GC)