

# ARSALAN AHMAD KHAN

Senior Frontend Engineer & Technical Lead

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## KEY ACHIEVEMENTS

- Improved Core Web Vitals (LCP) by **44%** — from ~4.5 s to under 2.5 s — on a platform serving **millions of users**
- Delivered **15–30% conversion rate uplift** through performance engineering and UX improvements at GoldenScent
- Led and mentored a **team of 8 frontend engineers**, setting architecture standards and driving delivery across multiple squads
- Championed a full **Next.js SSR migration**, achieving 50% overall performance gains and enabling multilingual (Arabic/English) storefronts

## PROFESSIONAL SUMMARY

Senior Frontend Engineer with 8+ years of experience building and scaling high-traffic e-commerce platforms in the UAE and MENA region. Specialised in React, Next.js (App Router), TypeScript, and frontend architecture — with a proven record of driving performance engineering outcomes, including a 44% Core Web Vitals (LCP) improvement and a 15–30% conversion uplift on a platform serving millions of users. Known for operating at the intersection of technical leadership and hands-on delivery: mentoring teams of up to 8 engineers, setting code quality standards, leading architecture decisions, and enabling junior and mid-level engineers to grow. Deep expertise in SSR/SSG/ISR rendering strategies, multilingual e-commerce (Arabic/English), headless CMS, analytics instrumentation, and cross-functional collaboration with product, design, and backend teams across fast-paced, Agile environments.

## TECHNICAL SKILLS

<b>Frontend</b>	React.js, Next.js (App Router), TypeScript (Strict), JavaScript (ES6+), Vue.js, Nuxt.js, Vue Storefront, Responsive Design
<b>Architecture</b>	Frontend System Design, SSR / SSG / ISR, SPA, Micro-frontend, Monorepo (Turborepo, Nx, pnpm Workspaces), Component Patterns, Legacy Refactoring
<b>Performance</b>	Core Web Vitals (LCP, CLS, INP), Lighthouse Audits, Code Splitting, Lazy Loading, Image Optimisation, Caching Strategies, Web Workers
<b>SEO</b>	Schema Markup, Canonicals, hreflang, Technical SEO, Server-side Rendering for SEO
<b>Analytics</b>	GA4, Google Tag Manager (GTM), Amplitude, Adjust, Insider, New Relic, Sentry, Data Layer Architecture, Marketing Pixel Integration
<b>State Mgmt</b>	React Context API, TanStack Query (React Query), Vuex, Pinia, Zod
<b>Testing</b>	Jest, React Testing Library, Cypress, Playwright
<b>Backend / CMS</b>	PHP, Laravel, Magento, Contentful (Headless CMS), REST APIs, GraphQL
<b>DevOps</b>	Git, CI/CD Pipelines, GitHub Actions, Vercel, Docker (basic), Webpack, ESLint, Prettier, Husky
<b>UI &amp; Design</b>	Figma (Design-to-Code), Storybook, Cross-browser Compatibility, WCAG Accessibility, ARIA, Semantic HTML
<b>i18n</b>	Multilingual e-commerce localisation — English / Arabic
<b>Leadership</b>	Agile / Scrum, Technical Mentoring, Code Reviews, Sprint Planning, Stakeholder Collaboration, Hiring & Onboarding

## PROFESSIONAL EXPERIENCE

### GoldenScent — Frontend Lead (Promoted)

Dammam, Saudi Arabia | Sep 2025 – Present

- Lead frontend architecture for a high-traffic e-commerce platform serving **millions of users** across the MENA region
- Manage, hire, and mentor a **team of 8 frontend engineers** across multiple squads, running sprint planning, code reviews, and 1-on-1s
- Championed migration to **SEO-optimised Next.js SSR architecture**, improving LCP from ~4.5 s to under 2.5 s (**44% gain**) and overall performance by 50%
- Contributed to **15–30% conversion rate uplift** through targeted UX and performance improvements
- Integrated **Contentful headless CMS** for dynamic landing pages and promotional content, reducing time-to-publish by enabling marketing self-service

- Delivered bilingual Arabic and English storefronts with correct **hreflang** implementation and RTL layout support
- Established frontend code quality standards, component design patterns, and documentation practices across the engineering org

### GoldenScent — Senior Frontend Engineer

Dubai, UAE | Jul 2024 – Sep 2025

- Built performance-critical e-commerce features using **React, Next.js, and TypeScript**, contributing directly to Core Web Vitals improvements
- Integrated **REST and GraphQL APIs** for product catalogue, cart, and checkout flows
- Collaborated with backend teams on **PHP, Laravel, and Magento** services, bridging frontend–backend architecture discussions
- Introduced **analytics instrumentation** (GA4, GTM, Amplitude) with structured data layer architecture for marketing and product teams

### Al Marwan Heavy Machinery — Frontend Engineer

Dubai, UAE | Nov 2022 – Jun 2024

- Developed enterprise web applications focused on performance, usability, and accessibility for a B2B heavy machinery platform
- Improved Core Web Vitals scores by **~35%** through rendering strategy optimisation (ISR, code splitting, lazy loading)
- Built and maintained multilingual (English/Arabic) customer-facing workflows with full RTL support
- Implemented component-driven UI architecture using **Vue.js and Nuxt.js**, reducing development time for new features by standardising reusable patterns

### Tile Mountain — Senior Frontend Developer (E-commerce)

Islamabad, Pakistan | Jul 2020 – Sep 2022

- Led frontend development for a UK-based e-commerce platform, owning the complete product listing, search, and checkout UI
- Delivered measurable page speed improvements resulting in **~20% increase in organic search traffic** through Core Web Vitals and SEO optimisation
- Mentored 2 junior developers, introducing code review practices and component documentation standards

### Tile Mountain — Laravel / Vue.js Developer

Islamabad, Pakistan | Jul 2019 – Jul 2020

- Developed full-stack e-commerce modules using **Laravel and Vue.js**, including REST APIs, authentication systems, and reusable UI components

### Creative Tech Solutions — PHP Developer

Pakistan | Apr 2018 – Jul 2019

- Delivered client-facing web applications using **PHP** and MVC frameworks; contributed to full project lifecycle from requirements to deployment.

## EDUCATION

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**Bachelor of Science in Computer Science** — Bahria University, Islamabad (2013 – 2017)

## CERTIFICATIONS

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- **Google SEO Fundamentals** — University of California, Davis (2023)
- **Scrum Master Certification** — LearnQuest (2023)
- **The Basics of Scrum** — Project Management Institute (2022)
- **AWS Cloud Practitioner Essentials** — AWS Training & Certification (2023)