

SYED ALI MEHDI

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with 7+ years of experience architecting and delivering high-performance web and mobile applications using React.js, React Native, Next.js, and modern frontend technologies. Proven track record of building scalable solutions serving 2M+ users globally, with expertise in complex UI/UX implementation, real-time features, state management at scale, and cross-platform development. Led frontend architecture across multiple products, from sophisticated web dashboards to mobile apps deployed on iOS and Android.

TECHNICAL SKILLS

Web Development: React.js, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, SASS

Mobile Development: React Native, Expo, iOS/Android deployment, OTA Updates, Deep linking.

UI Frameworks: Material-UI, Tailwind CSS, Styled Components, Craft.js, Bootstrap

State Management: Redux Thunk, Saga, Toolkit, React Query, RTK Query, Context API

APIs & Real-time: REST, tRPC, WebSockets, WebRTC

Tools & DevOps: Git, Firebase, CI/CD, SignalR, ESLint

EDUCATION

Bachelor of Engineering (Software), NED University Of Engineering & Technology
CGPA: 3.35/4.0

2016 - 2020

PROFESSIONAL EXPERIENCE

Senior Software Engineer - Frontend (Remote)

iYuga

July 2025 - Present

California, USA

- Leading frontend development for innovative content organization platform using **React.js** with Craft.js for drag-and-drop editing and **React Native** for mobile applications, serving hundreds of users globally.
- Architecting scalable web application with complex UI components, custom visual editors, real-time collaboration features, and responsive design using Redux Toolkit and Material-UI.
- Developing cross-platform mobile app (iOS/Android) with React Native, implementing native integrations, offline-first architecture, and seamless synchronization with web platform.
- Establishing frontend best practices, conducting code reviews, and optimizing application performance through advanced React.js patterns and mobile-specific optimizations.

Senior Software Engineer - Frontend (Hybrid)

xLoop Digital

Aug 2024 - June 2025

Karachi, Pakistan

- Architected and delivered complete frontend solutions using **React.js** and **React Native**, building responsive web dashboards and cross-platform mobile applications with TypeScript, Rtk, and Material-UI.
- Led frontend development for web applications using React.js, implementing complex UI components, custom hooks, and optimized rendering strategies that improved load times by 40%.
- Built real-time features with WebSockets for both web (React.js) and mobile (React Native), implementing live data synchronization, notifications, and collaborative editing capabilities.
- Established frontend best practices including component architecture, state management patterns, code review standards, and CI/CD pipelines for automated testing and deployment.
- Mentored team of 4 junior developers on React.js/React Native best practices, conducted code reviews, and improved overall code quality through pair programming and knowledge sharing sessions.

Senior Software Engineer - Frontend (Remote)

CloudPrimerio

May 2022 - July 2024

Amsterdam, Netherlands

- Led frontend architecture for web (React.js) and mobile (React Native) platforms serving 2M+ users.
- **Web:** Built Delphyr.ai healthcare platform using Next.js, React Query, tRPC, Prisma, MUI, and Tailwind—architected component library and responsive dashboards.
- **Mobile:** Developed 433 Football app (2M+ downloads) with React Native, implementing live match center, WebSockets, push notifications, and deep linking.
- Reduced bundle size 35% through code splitting/lazy loading; built reusable component libraries; maintained 99.9% uptime during FIFA World Cup 2022 (1M+ concurrent users).
- Implemented TypeScript across codebase, established CI/CD pipelines, created automated testing with Jest, and led PR reviews.

Software Engineer - Frontend (Hybrid)

CloudPrimerio

Jan 2021 - Apr 2022

Karachi, Pakistan

- Developed JOGO.AI platform using React.js (web dashboards) and React Native (mobile app) with real-time analytics, video analysis, and Material-UI components.
- Built Dastgyr Seller B2B e-commerce app (React Native) with product catalogs, order management, inventory tracking, and payment integrations using Redux.

Frontend Developer (Hybrid)

Digital Waze

Jan 2018 - Dec 2020

Karachi, Pakistan

- Developed web applications (React.js) and mobile apps (React Native) with responsive UI, Redux state management, and RESTful API integrations.
- Built full-stack solutions with React.js frontend and Node.js/Express.js backend, implementing authentication, payment gateways, and analytics.

PROJECTS

iYuga - Content organization platform with color-coded Wheel interface. React Native, React.js, Craft.js, Redux, MUI, CI/CD. (iyuga.net)

Eatsy (Bank Alfalah) - Pakistan's first digital dining payment platform. React.js web + React Native mobile. ([Play Store](#))

433 Home of Football - Sports media platform, 2M+ downloads. React.js, React Native, WebSockets, Social Logins, Redux. (433football.com)

Delphyr.AI - Healthcare analytics platform. Next.js, React Query, tRPC, Prisma, data visualization. (delphyr.ai)

JOGO.AI - Sports talent development platform. React.js dashboard + React Native mobile, real-time analytics. (jogo.ai)

Dastgyr - B2B e-commerce marketplace. React Native app, inventory & order management. (dastgyr.com)

TheFamilyWins - Devotional companion app. React.js web + React Native mobile, offline-first architecture. ([App Store](#))