Ali Allam

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PROFESSIONAL SUMMARY

Senior Frontend Engineer with 9+ years of experience building scalable web apps, SDKs, and developer tools. Skilled in React, Next.js, and TypeScript, with a proven track record of leading migrations, enhancing developer experience, and delivering features that increase revenue and improve user satisfaction. Passionate about creating cohesive, high-performance platforms for developers and end-users alike.

WORK EXPERIENCE

Senior Front-End Engineer, [Bloowatch](#)   **2018 – Present**

Led the integration of innovative features such as the game-changing trips feature, significantly enhancing revenue streams within three months. Implement streamlined UI/UX processes, resulting in improved customer satisfaction and reduced user bounce rates. Collaborate with backend teams to develop and implement the Bloowatch POS feature, enhancing overall system functionality.

- Successfully led the migration from Ember.js to React, modernizing the tech stack and improving team efficiency.
- Initiated and led a knowledge-sharing program, cultivating a collaborative environment and enhancing team proficiency in advanced front-end technologies.

Front-End Team Lead, [TRU Finance](#)   **2021 – 2023**

Revamped Tru's website using Nuxt and Tailwind CSS to optimize search engine visibility and enhance user experience. Drove conversion rates upward by implementing performance improvements and rigorous testing of new features. Coordinated with cross-functional teams to align technical development with marketing objectives. Ensured the website's compliance with web standards and accessibility guidelines. Supervised and mentored a team of junior and senior members.

- Elevated Tru's website to an SEO powerhouse, markedly boosting organic traffic.
- Spearheaded the creation and launch of an interactive Merchant dashboard using Vue.js and Element-plus, improving data accessibility and enabling data-driven decisions for over 50 merchants.
- Orchestrated the development of Tru's internal dashboard with GraphQL and Vue3, enhancing data visualization and reporting, resulting in increased decision-making efficiency.

Senior Front-End Engineer, [Luciq](#)   **2018 – 2021**

Developed and integrated innovative survey features, including App ratings and 'What's New,' to enhance user engagement and feedback. Directed migration from AngularJS to Vue.js, enhancing code maintainability and development efficiency. Contributed to Luciq's rebranding and collaborated on UI redesign and brand integration. Engaged in code reviews, pair programming, and knowledge-sharing sessions.

- Played a crucial role in implementing Application Performance Monitoring (APM) to improve App performance and stability.
- Successfully deployed an Analytics dashboard, significantly increasing customer acquisition and boosting overall revenue.

Front-End Designer, [Cube](#)   **2014 – 2018**

Streamlined UI/UX process, decreasing user bounce rate, and increasing customer satisfaction scores. Optimized website loading speed, reducing bounce rates, and boosting organic search traffic.

- Designed and developed front-end interfaces using HTML, CSS, JavaScript, and Bootstrap, leading to higher user satisfaction and reduced error rates.

SKILLS

Front-end Development: HTML, CSS, SASS, Bootstrap, JavaScript, TypeScript
JavaScript Frameworks: Vue.js (Vue3, Nuxt.js), React, Angular, Ember.js, Next.js
UI/UX Design: Shadcn, Tailwind CSS, Element-plus, Figma
Development Tools: Webpack, Docker, Jest, Cypress
Testing Tools: Jest, Cypress, Playwright
Build Tools: Webpack, Docker

EDUCATION

Bachelor of Engineering Computer Science and Control Systems, Mansoura University   **2017**