

ASAD ULLAH

Software Engineer | Full-Stack & Frontend Specialist

asadsalim752@gmail.com • +92-310-9106369 • Rawalpindi, Pakistan • [linkedin.com/in/asad-ullah-7500b0243](https://www.linkedin.com/in/asad-ullah-7500b0243) • asadullah-rust.vercel.app

PROFESSIONAL SUMMARY

Software Engineer with 3+ years of experience architecting and delivering full-stack and frontend-heavy web applications using React, Next.js, Angular, Node.js, and Laravel. Demonstrated track record of measurable impact: reduced page load times by 40%, increased conversion rates by 28%, and improved bug resolution efficiency by 30% across production applications. Proficient in REST API design, relational and NoSQL database management, and modern frontend performance optimization. Experienced in Agile/Scrum environments, technical code reviews, and mentoring junior engineers.

TECHNICAL SKILLS

Frontend: React.js, Next.js, Angular, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, shadcn/ui, Zustand

Backend: Node.js, Express.js, Laravel (PHP), RESTful API Design, Prisma ORM

Databases: PostgreSQL, MySQL, MongoDB, Supabase

Tools & Platforms: Git, GitHub, Webpack, Vite, Figma, VS Code, Vercel, Agile/Scrum, Code Reviews

PROFESSIONAL EXPERIENCE

Software Engineer – Frontend | [AlphaSquad](#)

Feb 2025 – Present

Rawalpindi, Pakistan

- Architected responsive interfaces and admin panels for 3+ client applications using React, Next.js, Tailwind CSS, and shadcn/ui; contributed to a Next.js backend API for one project.
- Reduced initial page load time by 40% through lazy loading, code splitting, and CDN optimization, directly improving Core Web Vitals scores.
- Built a reusable component library of 15+ components, cutting feature development time by 35% and increasing cross-team code consistency.
- Conducted code reviews and mentored 2 junior engineers on React best practices, component architecture, and performance patterns.

Junior Software Developer | [SmartTechOne](#)

Jul 2024 – Feb 2025

Rawalpindi, Pakistan

- Developed full-stack features using Angular (frontend) and Laravel (backend), including reusable components, two-way data-binding, and RESTful service integrations.
- Partnered with the UX team to redesign critical user flows, resulting in a measurable 28% increase in conversion rate within the first month of release.
- Led end-to-end development of Academio (academio.vercel.app), an education platform, from system architecture through production deployment on a two-week sprint cycle.

Junior MERN Stack Developer | [Percepto](#)

Jan 2024 – Jun 2024

Rawalpindi, Pakistan

- Built dashboards and e-commerce frontends using React, Next.js, and Tailwind CSS, delivering multiple high-priority features on schedule.
- Led development of the company's public-facing website featuring real-time data integration and optimized performance for high-traffic loads.

IT Intern | [IT Greens Solution](#)

Jun 2023 – Dec 2023

Rawalpindi, Pakistan

- Maintained and enhanced production React applications through targeted bug fixes and incremental feature improvements.
- Reduced bug resolution time by 30% by implementing a structured debugging workflow and manual regression testing process.

KEY PROJECTS

Scrively – AI-Powered Storybook Desktop Application

- Desktop application built with React and Tailwind CSS for AI-powered story creation; admin panel built with Next.js and shadcn/ui for content and user management.
- Reduced memory usage by 30% through efficient state management and component lifecycle optimization.

Freelance Marketplace Platform – Final Year Project

- Client-freelancer platform built with React and Tailwind CSS featuring real-time messaging that reduced response lag by 65%.

Plump – Online Casino Platform

- Revamped the entire homepage UI delivering a modern, intuitive, and visually engaging user experience.
- Improved overall UX by implementing localized translations, user-friendly validation messages, notifications, and modal systems across the platform.

Fashion Flow – E-Commerce Website

- Developed responsive fashion retail site with Angular and Tailwind CSS featuring advanced product filtering, mobile-optimized layout, and high performance.

Trust Creation Platform – Independent Freelance Delivery

- Independently designed and delivered a full Trust Creation platform using Next.js, React, and Supabase within a 6-month timeline, ensuring on-time delivery and optimized user experience.

EDUCATION

Bachelor of Science – Software Engineering | **Air University**

Islamabad, Pakistan

2020 – 2024

FSc (Pre-Engineering) | **Punjab Group of Colleges**

Rawalpindi, Pakistan

2017 – 2019

LANGUAGES

English: Professional Proficiency

Urdu: Native