

Muhammad Zubair Rizwan

Senior Full Stack JavaScript Engineer | Building high-scale front-end & full-stack systems | React • Next.js • Node.js • Distributed Systems • E-commerce Platforms

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Professional Summary

Senior Software Engineer and Senior Consultant with 9+ years of experience designing, developing, and delivering scalable web applications, enterprise eCommerce platforms, and headless commerce solutions. Strong expertise in React.js, Next.js, TypeScript, JavaScript, Node.js, GraphQL, REST APIs, and Microsoft Dynamics 365 Commerce. Experienced in leading frontend architecture, complex payment integrations, performance optimization, analytics implementation, accessibility, reusable component design, and production support for global retail and commerce clients.

Proven ability to collaborate with solution architects, product owners, QA teams, backend engineers, and business stakeholders in Agile/Scrum environments. Skilled at mentoring developers, conducting code reviews, improving engineering quality, and using AI-assisted development tools such as ChatGPT, Codex, GitHub Copilot, Cursor, Claude, and Gemini to improve productivity and code quality.

Technical & Functional Skills

Frontend	React.js, Next.js, TypeScript, JavaScript ES6+, HTML5, CSS3, SCSS, Redux, React Hooks, Responsive Web Design, Accessibility WCAG
Backend & APIs	Node.js, Express.js, GraphQL, Apollo Client, REST APIs, Authentication, API Integration
Commerce & Dynamics	Microsoft Dynamics 365 Commerce, Headless Commerce, Enterprise eCommerce B2B/B2C, Microsoft CMS, Commerce Runtime APIs

Payments & FinTech	Adyen, USAePay, PayPal, Apple Pay, Affirm, Progressive Leasing, Synchrony, Secure Checkout Integrations
Databases & Cloud	PostgreSQL, MySQL, MongoDB, AWS Cloud Fundamentals, Vercel, Edgio
Tools & Quality	Git, GitHub, Azure DevOps, Jest, React Testing Library, Datadog, Tealium, Adobe Analytics, ContentSquare
Practices	Agile/Scrum, Performance Optimization, Core Web Vitals, Code Reviews, Mentoring, AI-Assisted Development

Professional Experience

Senior Consultant | Visionet Systems Inc.

March 2021 – Present

- Lead the design and development of enterprise-scale eCommerce applications using React.js, Next.js, TypeScript, and Microsoft Dynamics 365 Commerce.
- Architect scalable, reusable, and high-performance frontend solutions following modern software engineering best practices.
- Implement and maintain headless commerce architectures by integrating GraphQL, REST APIs, and backend commerce services.
- Lead secure payment integrations including Adyen, USAePay, PayPal, Apple Pay, Affirm, Progressive Leasing, and Synchrony.
- Improve application performance through code splitting, lazy loading, caching strategies, bundle optimization, and Core Web Vitals enhancements.
- Develop accessible, responsive, and cross-browser compatible user interfaces aligned with WCAG standards.
- Implement analytics and monitoring solutions using Adobe Analytics, Tealium, ContentSquare, and Datadog.
- Mentor developers through code reviews, technical guidance, architecture discussions, interviews, onboarding, and engineering best practices.

Key Project: Mattress Firm — Enterprise Headless E-Commerce Platform

Technologies: React.js, Next.js 14/15, TypeScript, JavaScript, GraphQL, Apollo Client, Node.js, Microsoft Dynamics 365 Commerce, REST APIs, Jest, React Testing Library, SCSS, Tealium, Adobe Analytics, ContentSquare, Datadog, Vercel, Edgio

- Led frontend development for enterprise eCommerce modules including Cart, Checkout, Customer Information, Delivery, Payment, Order Review, Order Confirmation, and Express Checkout.
- Integrated Affirm BNPL, PayPal Express, Apple Pay Express, Progressive Leasing, and Synchrony financing to improve checkout flexibility and reliability.
- Delivered Extend Warranty functionality with warranty eligibility and business rule enforcement.
- Built Cart Cross-Sell functionality with intelligent product recommendations, automatic notifications, and prioritized product placement.
- Optimized Easy Promo Apply and redesigned checkout by combining Customer Information and Delivery into a simplified purchase journey.
- Implemented Datadog monitoring and alerting for APIs and production services to support proactive issue detection and faster resolution.
- Migrated storefront capabilities across Salesforce Commerce Cloud, Microsoft Dynamics 365 Commerce, and Next.js headless architecture.
- Integrated GraphQL and REST APIs with Microsoft Dynamics 365 Commerce to support pricing, promotions, inventory, financing, and checkout workflows.
- Implemented customer journey tracking using Tealium, Adobe Analytics, and ContentSquare to support business reporting.

Dynamics 365 Commerce — Suedwolle Group

Technologies: Microsoft Dynamics 365 Commerce, React, TypeScript, MobX, Microsoft CMS, Lifecycle Services LCS, REST APIs

- Developed and maintained eCommerce storefront features using Microsoft Dynamics 365 Commerce.
- Built responsive and reusable UI components using React and TypeScript.
- Implemented application state management using MobX.
- Customized website content through Microsoft CMS to support product and marketing teams.

- Integrated frontend applications with REST APIs for product catalog, customer account, inventory, and order management functionality.

MERN Stack Developer | OneClout

November 2019 – March 2021

- Built high-performance React and Next.js applications with strong SEO and optimized rendering.
- Implemented Redux-based data pipelines and optimized SQL queries for scalability.
- Integrated third-party APIs including payments, identity, and data synchronization services.
- Led Node.js backend integrations using MongoDB and MySQL.

MERN Stack Developer | Hashlogics

September 2018 – November 2019

- Developed MERN-based web applications using reusable component architecture.
- Focused on UI/UX, accessibility, responsive layouts, and performance optimization.
- Delivered backend services with Node.js and MongoDB.

Education

BS Computer Science — University of the Punjab, 2016 – 2020

Grade: A

Key Courses: Algorithms, Databases, Object-Oriented Programming, Internet Programming

Certifications

- Meta Front-End Developer Professional Certificate
- React Fundamentals
- Team Synergy
- AWS Cloud Practitioner — In Progress

Industry Experience

Enterprise eCommerce, Retail, Consumer Goods, Furniture & Mattress Retail, Payment & FinTech, Headless Commerce, SaaS Applications

Selected Achievements

- Delivered multiple high-impact releases improving checkout speed, payment reliability, and customer purchase experience.
- Contributed to major commerce platform migrations across Salesforce Commerce Cloud, Microsoft Dynamics 365 Commerce, and Next.js headless architecture.
- Improved engineering quality through mentorship, peer reviews, onboarding, and architectural guidance.
- Shipped production features used by large-scale US retail customers.