





**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

 Lahore, Pakistan

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## Professional Summary

Senior Full Stack JavaScript Engineer with **8+ years of experience** delivering high-performance, scalable web applications for enterprise e-commerce platforms. Specialized in **React, Next.js (v14), Node.js, and distributed architecture**, with deep experience modernizing legacy systems, building headless commerce solutions, and integrating complex payment workflows (Affirm, PayPal, Apple Pay, Progressive Leasing). Strong record of **system migrations, performance optimization, and measurable product impact** at scale.

Skilled in leading engineering initiatives, driving architectural decisions, mentoring teams, and collaborating cross-functionally to ship high-impact features in fast-paced environments.

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## Core Technical Skills

**Frontend:** ReactJS, Next.js 14, TypeScript, Redux, MobX, Material UI, AntDesign, React-Strap, CSS/SCSS, HTML5, SPA Architecture

**Backend:** Node.js, Express.js, REST APIs, GraphQL

**Cloud & DevOps:** Vercel, Edgio, CI/CD pipelines, GitHub Actions, Datadog (Monitoring & Alerting)

**Databases:** MongoDB, PostgreSQL, MySQL, NoSQL & relational schema design

**E-commerce Systems:** Microsoft Dynamics 365 Commerce, Checkout flows, Order pipelines, Payment orchestration

**Other Expertise:** Performance Optimization, Distributed System Patterns, API Integrations, A/B Testing, AI-based feature integrations

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## Professional Experience

### Systems Limited — Senior / Principal Consultant

Jan 2021 – Present | Lahore, Pakistan

## Principal Consultant (2025 – Present)

- Led high-impact engineering initiatives for Mattress Firm's e-commerce platform, serving millions of monthly users.
- **Affirm (BNPL) Integration:** Delivered Affirm checkout integration (via official Affirm API). Result: Became **#3 most used payment method** in 2025.
- **Warranty Upsell System:** Built dynamic warranty extension logic, improving warranty attach rate.
- **Cart Cross-Sell Engine:** Implemented real-time cross-sell recommendations, increasing cart value and engagement (launched June 2025).
- **Promo Engine Optimization:** Reduced promo validation time, improving checkout speed and reducing abandonment.
- **Customer + Delivery Experience Redesign:** Consolidated two-step flow into one unified page, reducing friction and improving conversion.
- **Datadog Monitoring:** Implemented API-level monitoring & alerting, enabling early detection of production issues.
- Conducted peer reviews, interviewed candidates, and mentored new engineers to raise frontend engineering standards.

## Senior Consultant (2023 – 2025)

- Delivered major payment capabilities including **PayPal Express** and **Apple Pay Express** using secure iframe-based flows; enhanced reliability via improved order attribute mapping.
- **Progressive Leasing Integration:** Successfully launched a new lease-to-own payment method across Cart and Payment flows.
- **Headless Migration to Next.js 14:**
- Led migration of key buying journey modules: Cart, Checkout, Customer Info, Delivery, Payment, Express Checkout.
- Achieved faster page loads, better Lighthouse scores, and improved developer velocity.
- Production launch executed via **Edgio**, followed by full migration to **Vercel** in early 2025.
- Built reusable front-end modules in alignment with Dynamics Commerce patterns using Business Rules, BPFs, and Workflows.

## Consultant — Dynamics Commerce (2021 – 2023)

- Led **Salesforce → Microsoft Dynamics 365 Commerce migration** for Mattress Firm.
  - Rebuilt PLP, PDP, and Home modules in **React inside Dynamics 365**, extending existing views and overriding platform data actions for richer functionality.
  - Implemented full **Checkout** pipeline (Cart → Checkout → Delivery → Payment → Confirmation) tightly integrated with CRT APIs.
  - Enhanced CMS capabilities and modularity for reusability across the platform.
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## Software Engineer — MERN Stack Roles

### OneClout — MERN Stack Developer

Nov 2019 – Mar 2021

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

### Hashlogics — MERN Stack Developer

Sep 2018 – Nov 2019

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

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## Education

### BS Computer Science — University of the Punjab (2016 – 2020)

Grade: A

Key Courses: Algorithms, Databases, OOP, Internet Programming

Activities: Built multiple JavaScript-based projects, explored ES6/ES7, React, Node.js, databases, and full-stack engineering.

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## Key Projects & Portfolio

Portfolio: <https://zubair-dev.netlify.app/>

- Large-scale e-commerce architecture migration (Salesforce → Dynamics → Next.js Headless).
- Multiple payment integrations including Affirm, Apple Pay, PayPal, Progressive Leasing.
- Performance optimization & observability implementations (Datadog, Edgio/Vercel infrastructure).
- Built reusable component libraries for enterprise-grade SPAs.

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## Achievements

- Delivered multiple high-impact releases improving checkout speed, payment reliability, and cart value.
- Successfully led system migrations across 3 major platforms: Salesforce → Dynamics 365 → Next.js Headless.

- Improved engineering quality through mentorship, peer reviews, and architectural guidance.
  - Shipped features used by millions of customers across US retail.
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## **Languages**

- English – Professional Proficiency
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## **References**

Available upon request.