Khalid Hosein

Full Stack Web Developer

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PROFESSIONAL SUMMARY

A highly innovative Full Stack Developer with 5 years of hands-on experience designing, developing, and implementing responsive web applications using expertise in modern headless SSR Technologies. Expertise in both front-end and back-end technologies and possesses diverse experience of creating multiple scalable applications using tech stacks. Skilled in implementing core back-end tasks including 3rd party API integration and REST API Development by developing a wide range of technologies across multiple frameworks, software, operating systems, and programming languages.

SKILLS & COMPETENCIES

- Full Stack Web Development
- Website Functionality
- Layout Improvement

- CMS Authoring/Modeling
- Project Management
- User Acceptance Testing

- Agile Methodology
- SEO & Google Analytics
- Stakeholder Relations

Technical Skills: HTML, CSS/Tailwind, JS, Vue/Nuxt.js, React/Next.js, Node.js, Netlify, CMS, APIs

WORK EXPERIENCE

T2Marcom | New York, NY June 2020 -September 2020 / August 2022 - Present

Full Stack Web Developer (Vue.js, Nuxt.js, Tailwind, Directus, Netlify)

- Utilize modern SSR web technologies Vue/Nuxt and headless API solutions to develop responsive, static, accessible, SEO-enhanced, and exceptionally fast websites catering to international manufacturers of large-scale industrial products, ensuring their online presence aligned with their global reputation
- Orchestrated the development of content management system (CMS) based websites from the ground up focused on delivering specialized engineering content to international clients
- Demonstrated expertise in content modeling by transforming diverse content types such as blogs, product data, and general content into reusable and highly extendable templates allowing a streamlined content creation process for internal and external teams, ensuring consistency and efficiency
- Adeptly resolved console errors, build issues, and any code abnormalities, ensuring that websites consistently delivered a seamless user experience with a high attention to detail
- Leveraged the power of Netlify and its robust functionality to implement Continuous Integration/Continuous Deployment (CI/CD) driven development practices allowing a streamlined development process also ensuring the efficient and error-free delivery of web projects

- Collaborated extensively with cross-functional teams, including content writers, content editors, designers, and stakeholders along with agency partners, addressing functionality, design, and business requirements effectively, resulting in websites that met and exceeded the agency's and client's expectations
- Crafted an array of engaging landing pages, intuitive form sign-up interfaces, and captivating microsites which played a pivotal role in driving client marketing campaigns, effectively informing and captivating their customer base to boost engagement
- Innovatively conceptualized solutions, translating client objectives and challenges into robust functional requirements which led to optimizing site functionality and elevating the overall user experience

Thorium Digital | East Brunswick, NJ Jan 2022 - Jul 2023
Front End Developer (React.js, Next.js)

- Develop and build user friendly multi locale web applications utilizing HTML, CSS, Javascript, jQuery, React/Next.js Node/Express, with hands on experience with PHP/Laravel/Angular, Typescript, Tailwind CSS and templating languages Liquid, Nunjucks
- Performed content updates, building new UI features, creating and enhancing new and existing mobile responsive layouts/templates, while refactoring existing code to be flexible, sustainable, and reusable for 40+ multi locale sites
- Collaborated in an Agile Kanban environment using Jira and BitBucket alongside engineering, product, and design, while communicating effectively with third party vendors, and business counterparts to understand requirements and technical solutions
- Provided expertise in determining the strategic technical direction and system architecture to meet business requirements and understand and analyze project risks and provide risk mitigation
- Assisted with QA by performing various manual testing methods such as unit, smoke, regression, API, security, performance, acceptance and UI
- Participated and contributed in the full software development lifecycle, including planning, meetings, development, estimations and design sessions, including coding standards, code review, source control, build, test, deploy, and operations
- Remediated a variety of security issues from external scans/audits while staying compliant with OWASP standards for secure development
- Integrated third party apps, customization of templates and functionality within the Shopify platform ●
Applied structured SEO data to sites to allow crawlers to understand and classify page contents ●
Ability to modify digital assets with Adobe Photoshop to crop, resize, and perform adjustments and optimizations on images and SVGs

Exactius | New York, NY Nov 2020 - Dec 2021
Full Stack Developer (React.js, Next.js, Netlify, Contentful)

- Develop web applications using HTML, CSS, Javascript, React, Node, and third-party REST APIs for a variety of partners opening new channels for growth, business development, marketing, and lead generation
- Contribute to the design, scope, and implementation of new features, applications, and systems for internal and external digital products
- Partner with cross-functional teams consisting of FE/BE Developers, QA testers, Tracking, Creative/Design, Copywriters, Social Media, Campaign and Product Managers
- Build responsive pixel-perfect websites consisting of landing pages, and signup pages from high-quality Figma

designs using CSS libraries such as React Styled Components, Bootstrap, and Material UI

- Hands-on experience working with NoSQL and SQL databases such as Firebase, Amazon Redshift, and BigQuery
- Implement Contentful as headless CMS to allow internal and external teams to create, manage, and distribute content across a serverless JAMstack architecture
- Build pages for A/B testing, increasing PPC's, click-through rates, conversion rates, cost per leads and acquisitions
- Proficient with Git-based workflow, continuous integration, and deployment utilizing Netlifys' serverless platform to build, deploy, and collaborate on projects
- Use of industry-leading marketing tools such as Zapier, Klaviyo, Google Ads/Analytics/Tags, Facebook Ads
- Authored technical design documentation to analyze the feasibility of the approach, identify potential risks or issues, and technical limitations when dealing with product and feature requirements
- Participate in scrum team ceremonies in agile methodology, sprint planning, and backlog grooming
- Act as a liaison between front and back end development teams to assist with understanding and documenting client requirements, estimating work, and developing or enhancing new or existing solutions
- Lead efforts in transitioning to new technologies built upon the current tech stack by researching, learning, and educating the development team

GoodRX | Remote Aug 2021 - Oct 2021
Content Migration QA (Contentful)

- Assisted in migrating over 2000+ blog pages from WordPress to Contentful CMS
- Identify inconsistencies in migration and making necessary changes for publishing
- [FastCompany article about content.](#)

The Mercer Club | New York, NY Sept 2019 - June 2020
Web Developer

- Utilize the latest front-end web technologies to lead the continuous improvement of existing eCommerce WordPress sites to achieve functional, visual, and design integrity of the website
- Partner with UX/UI teams to define test approaches and execute usability test cases to ensure quality compliance
- Assisted the team in creating user stories, wireframes, developing specifications, and managed the overall vision
- Created reusable code and libraries for future web development use following project completion
- Coded responsive email templates for Mailchimp email marketing to engage new and existing users of the platform
- Supported the Senior Developer on the development of plans and workflow to convert the existing WordPress site to a React full-stack application to scale business

myEPKmedia | New York, NY Dec 2018 - Sept 2019
Wordpress/Shopify Developer

- Assumed ownership for architecting and building efficient e-commerce solutions using WordPress and Shopify
- Created quality mock-ups and prototypes for client reviews and feedback to improve functionality
- Conceptualized and translated design ideas to user-friendly web pages for eCommerce sites
- Maintained appealing designs by working with UX and Design teams on new user-facing features and usability
- Implemented SEO practices to drive and maximize website traffic, conversion, retention, revenue, and profitability
- Utilized relevant plugins for scheduling and launching social media, email, and banners campaigns on WordPress

- Demonstrated working knowledge of Google Analytics, Mozbar, Keyword Planner; research keywords, create searchable indices, evaluate search results, and utilize actionable insights to increase search engine website traffic
- Maintained knowledge of the two forms of Divi Builder such as the "Back-end Builder" and the front-end "Visual Builder" as well as utilizing the theme to design responsive WordPress sites
- Managed digital assets, categories, products, RSS feeds, and content for the sites

EDUCATION

General Assembly Completed: Apr 2018 *Web Development Immersive*