

Bilal Raza
Senior Front-end Engineer
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SUMMARY

- 5+ years of experience in **frontend and full-stack development**, specializing in React, Next.js, and React Native (Expo).
- Proven expertise in **scalable UI systems, performance optimization, and cross-platform app development**.
- Strong leadership as a **Technical Team Lead**, driving architecture, mentoring teams, and delivering measurable improvements in performance, conversions, and engagement.
- Skilled in **AWS CDK** and modern cloud-native architectures, delivering secure, scalable, and maintainable systems.
- Demonstrated ability to collaborate with global teams, clients, and stakeholders to translate business goals into reliable technical solutions.

SOFTWARE DEVELOPMENT SKILLS

- **Frontend:** React, Next.js, Redux, React Native (Expo), MUI, Ant Design, Bootstrap, MUI
- **Backend & APIs:** Node.js, Express.js, REST APIs, GraphQL, Prisma, MongoDB
- **Cloud & DevOps:** AWS CDK, AWS AppSync, Cognito, Lambda, DynamoDB, S3, CloudFront, CI/CD
- **Testing & Quality:** Jest, React Testing Library, Unit Testing (95% coverage), Performance Optimization
- **Other Tools:** Git, Docker (basic), Jira, SEO

INTEGRATIONS AND PLATFORM DEVELOPMENT

AWS Services: Cognito, AppSync, Lambda, S3, CloudFront, DynamoDB

Payments & Commerce: Stripe API, Square API

Social & Identity: Facebook Login, Instagram API, Google Maps API

Analytics & Tracking: AppsFlyer, Google Analytics, SEO Optimization

Other: Dialogflow, third-party SaaS integrations for e-commerce & ad platforms

PROFESSIONAL EXPERIENCE

Rulrr – Technical Team Lead / Frontend Engineer

📍 Remote (US-based client) | **Jan 2023 – Present**

- Leading the development of **iOS, Android, and Web applications** for Rulrr's digital advertising platform.
- Oversaw the migration of the web dashboard to **Next.js and React**, ensuring scalability and performance.
- Built and maintained **product listing modules** across platforms, integrating APIs and ensuring seamless UX.
- Mentored junior engineers, introduced **best practices in testing (95% coverage)**, and guided architecture decisions using **AWS CDK**.
- Contributed directly to performance improvements, achieving a **40% faster load time** and **15% higher conversion rates**.

Code Graphers – React Developer

📍 Lahore, Pakistan | **Feb 2022 – Jan 2023**

- Worked exclusively on **React-based projects** for international clients.
- Delivered a **car listing website (Carped)** with dynamic filters, API-driven search, and responsive design.
- Focused on building **reusable React components**, reducing overall development time by 25%.
- Collaborated with designers and backend developers to ensure pixel-perfect UI and optimized API usage.

ENOU Labs LLC – Full-stack Developer

📍 Lahore, Pakistan | **Mar 2021 – Feb 2022**

- Developed a full React-based project: **Islamic Baby Names Website**, including search, categorization, and SEO-friendly pages.
- Built **frontend features in React** while collaborating with backend teams on PHP/Laravel APIs.
- Enhanced website performance by 20% through React component optimization.

- Delivered production-ready apps with faster delivery cycles by implementing **component reuse strategies**.

Biyosoft Technologies – Web Developer (PHP & Frontend)

📍 Lahore, Pakistan | **Oct 2020 – Mar 2021**

- Converted **Figma designs to HTML/CSS**, ensuring pixel-perfect responsive UIs.
- Developed backend modules using **PHP (CodeIgniter & Laravel)** for client websites.
- Delivered multiple small-to-mid scale websites, balancing frontend design with backend functionality.

ERSTECH – Junior Engineer

📍 Lahore, Pakistan | **May 2020 – Sep 2020**

- Assisted senior developers on multiple client projects.
- Focused on **converting Figma/PSD mockups into HTML/CSS**, ensuring mobile responsiveness.
- Gained foundational experience in **frontend best practices** and working within Agile team structures.

PROJECTS

- **Rulrr** — Automated Digital Advertising Platform — iOS / Android / Web App / Dashboard.
iOS: <https://apps.apple.com/us/app/rulrr/id6444181590>
Android: <https://play.google.com/store/apps/details?id=com.rulrr.rulrr>
Web: <https://www.rulrr.com/>
Dashboard: <https://app.rulrr.com/auth/login/>
- **Xtreme Lashes** — e-commerce & training site. <https://www.xtremelashes.com/>
- **Kazoku** — e-commerce store. <https://www.kazoku.com.my/>
- **Falconcore** — cyber intelligence dashboards. <https://falconcore.io/>
- **Alethea AI** — frontend work for AI projects. <https://www.alethea.ai/>
- **Carped** — Car listing & marketplace (React, server search & filters).
- **Islamic Baby Names** — Biyosoft — Laravel/PHP backend + public searchable listing.

EDUCATION

Superior College, Lahore

Bachelor of Science in Software Engineering

Sep 2018 – Jul 2022