

Syed Muhammad Ahsan Ali

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PROFESSIONAL SUMMARY

Front End Developer with a strong background in building responsive, accessible, and user-centric web interfaces using HTML, CSS, JavaScript, and modern frameworks. Proficient in optimizing website performance, maintaining scalable and maintainable codebases, and ensuring compliance with accessibility standards (WCAG 2.0/ADA). Skilled in delivering innovative, high-quality solutions that enhance user experiences and align with business objectives.

EXPERIENCE

SFCC Front End Developer | CloudKettle

Feb 2025 - Present

- Led the front end architectural design and development of CloudKettle's proprietary SFRA based style guide cartridge to standardize UI components and accelerate development timelines across multiple client projects
- Developed fully responsive websites using modern front end techniques to deliver consistent and intuitive user experiences across all devices and screen sizes, enhancing usability
- Designed and built the CloudKettle Swag Store from the ground up, establishing a scalable and maintainable front end architecture with reusable components
- Actively participated in SCRUM meetings, sprint planning, and project retrospectives, fostering effective collaboration and timely project delivery

Founder and Front End Engineer | Scorch Tech Solutions

Nov 2023 - Present

- Designed and developed responsive, user-friendly websites and applications for e-commerce stores, leveraging modern front-end frameworks and tools to enhance usability and performance
- Led the development team to deliver scalable, cross-platform solutions, ensuring consistency, seamless integration, and optimal performance across a wide range of devices
- Managed client relationships by delivering tailored digital solutions, fostering strong communication, providing ongoing technical support, and ensuring on-time project completion with consistently high-quality results
- **Notable clients:** Tarfb Canada

SFCC Front End Developer | Dept Agency (Formerly Melon)

Apr 2021 - Dec 2023

- Developed dynamic and reusable React components to create a modular e-commerce store design, optimizing performance with state management and lifecycle methods, and ensuring seamless integration with back-end APIs for real-time product updates and interactive user experiences
- Led the effort to achieve full compliance with WCAG 2.0/ADA standards by conducting accessibility audits and implementing key fixes, ensuring inclusivity for diverse user needs
- Utilized Salesforce's Page Designer with content slots and assets to manage and optimize content presentation, streamlining workflow and reducing time spent on content updates
- **Notable clients:** Under Armour, Vineyard Vines, Roots Canada, Peter Thomas Roth

Front End Developer | Globant (Formerly eWave Commerce)

Oct 2021 - Dec 2021

- Supported ongoing projects through active contributions at every stage of the project lifecycle, ensuring seamless collaboration and timely delivery of high-quality results
- Played a key role in development and localization efforts for multi-country store implementations, ensuring seamless integration of region-specific features and translations
- **Notable client:** Toys "R" Us

Salesforce Consultant | Visionet Systems Inc.

Dec 2019 - May 2021

- Built highly scalable Salesforce Commerce Cloud websites optimized for performance, ensuring faster load times and smoother navigation for improved user retention
- Implemented modular CSS architecture using SASS to create reusable components, improving maintainability and reducing the time required for future updates
- Led a comprehensive redesign of Quickview interfaces, improving functionality, responsiveness, and code readability, resulting in a smoother user experience across all devices
- **Notable clients:** Mattress Firm, Talbots, Canada Goose

SKILLS

- **Languages & Frameworks:** HTML, CSS, SCSS, JavaScript, jQuery, Bootstrap, React, Liquid, ISML
- **Tools:** Jira, Bitbucket, SourceTree, GitHub Desktop, Eclipse, Visual Studio Code, Zeplin, Figma, Node, Cypress, Jest
- **Platforms:** Salesforce Commerce Cloud (SFCC), Salesforce Reference Architecture (SFRA), Salesforce Marketing Cloud, Shopify
- **Additional Skills:** Test-driven development, Integration tests, Accessibility best practices, Agile (SCRUM)

EDUCATION

Beaconhouse National University

Bachelors in Software Engineering (BSc)

2016-2019