

# Salman Zahid Latif

[salu\\_s7r@yahoo.com](mailto:salu_s7r@yahoo.com) | +971 56 172 5129 | **Dubai**, United Arab Emirates  
[linkedin](#) | [github](#) | [portfolio](#)

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## SENIOR FULL STACK DEVELOPER (REACT.JS / NODE.JS / .NET)

I've been coding for nearly 11 years. I'm a Senior Software Developer who loves building full-stack applications & learning new technologies. Managed a 5-member cross-functional product engineering team and coordinated with sales partners toward successfully launching a logistics platform.

Experienced with various technologies following Agile Methodologies using SDLC including but not limited to:  
React.js | TypeScript | JavaScript | Node.js | Next.js | React Native | Tailwind CSS | Shopify | NoSql | .NET

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## PROFESSIONAL EXPERIENCE

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**Como Sense** (Acquired by Global Payments Inc.) | **05/2023 – Present**

**Software Engineer (React.js / .NET) | Hybrid | Dubai, UAE**

- Designed and developed a self-service onboarding application, enabling seamless business onboarding and multi-business management, reducing onboarding time by 40% and improving usability for 30% of clients.
- Delivered a custom Shopify landing page solution with business-specific checkout integrations to redeem customer points/credits, boosting customer retention by 20%.
- Enhanced the Hub by implementing campaign automation, email templates, POS integrations, dynamic business configurations, and email stats fixes, improving campaign efficiency by 15% and increasing user satisfaction.
- Revamped backend architecture by updating legacy code to the latest .NET standards and optimizing interservice communication, achieving a 35% reduction in response times and a 25% improvement in overall performance.

**Technologies:** React.js, Redux, Typescript, .NET, Tailwind, Next.js, Postgres, MySQL, Mongo, Redis, Docker, Github Actions

**Empower Associates | 10/2022 – 07/2023**

**Senior Frontend Developer (React.js) | Remote | United States**

- Leading the Frontend Support Team for EmpowerCRM Dashboard alongside creating high-end UI/UX to increase customer retention by 30% in the past 6 months.
- Spearheaded the Front End team and architected systems using cutting-edge tech stack to develop a robust, highly available, and scalable software platform; reduced development server load time by 80%.
- Integrating VITE, Tailwind, and React Lazy for code splitting has improved the CRM overall speed by 45%.

**Technologies:** VITE, BitBucket, AWS Amplify, CI/CD, React.js, Redux, TypeScript, JavaScript, Prime React, Elastic UI, Tailwind CSS, styled-components, Sass, Node.js, Redux, and CircleCI

**PackageX | 10/2021 – 10/2022**

**Senior Full Stack Developer (React.js / Node.js) | On-Site | Pakistan**

- Led a team of 4 developers on PackageX Receive, a tenant-based single/multi-building/site-based software to resolve last-yard package delivery and package loss issues for mailrooms, pickup/drop-offs, and delivery sites.
- Powered by an award-winning package-receiving mobile app that automates paperwork by 100%.

**Technologies:** Next.js, Javascript, React.js, Chart.js, TypeScript, Redux Toolkit, HTML5, Styled Components, Node.js, Express.js, RESTful APIs, Agile Scrum, Git, Teams, Slack, Notion, PostgreSQL and AWS Lambda

**N3O.ltd | 07/2018 – 10/2021**

**Senior Full Stack Engineer (React.js / .NET Core) | Remote | United Kingdom**

- Developed a high-performance Subscription-based greenfield application under N3O Cloud called Engage, Tally & Reach and onboarded UK's top 15% Muslim Charity Organizations in less than 3 years.
- With the feature-rich design, Engage helps them to effortlessly manage and enhance every aspect of the charity.
- Maintained high-level expertise in React state management, including Redux, Redux Persist, and redux-saga, and developed a custom API layer for CRUD, JWT management, and custom middleware interceptors.
- Designed a TypeScript-based highly re-usable Advanced Search Page to handle 85% of the filtering and searching logic for all systems including Donations and Sponsorships to reduce development time by 1 week.

**Technologies:** Ant Design, React.js, Redux Sagas, TypeScript, JavaScript, styled-components, Intl.js, Sass, JSON, .NET Core, Azure NoSQL Cosmos DB, Azure DevOps, CI/CD, Azure Message Bus, Microservice Architecture

**ITROOS Pvt. Ltd. | 04/2018 – 06/2018**

**Sr. Software Engineer (.NET) | On-Site | Pakistan**

- Made a real-time currency converter using 3rd party tools with 100% accuracy up to the 10th of a second.

**Technologies:** .NET, C#, Version Control, Entity Framework, Angular, MVC (repository pattern)

**Wireless Marketer | 02/2016 – 01/2018**

**Software Engineer (.NET/IONIC) | On-Site | Riyadh, Saudi Arabia**

- Successfully created an internal CRM-based client management, communication tracking, and task management system, which includes pricing and VAT calculation.
- Also conceptualized & finished an image processing application alongside a hybrid app in IONIC Framework.

**Technologies:** .NET, C#, Version Control, Strategic Thinking, Entity Framework, and MVC.

**Xyper Technologies | 12/2014 – 02/2016**

**ASP.NET Developer (.NET) | On-Site | Pakistan**

- Built several web/desktop applications & led a small .NET interns team and maintained Lathrop applications.

**Technologies:** Windows Forms, Asp.Net Web Forms, Asp.Net MVC & Web Services

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## EDUCATION & CREDENTIALS

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**Post Graduate Diploma (PGD), COMPUTER SCIENCE – Virtual University of Pakistan, Rawalpindi - 2020**

**Bachelor of Science (BSE), SOFTWARE ENGINEERING – Bahria University, Islamabad Campus (BUIC) - 2014**

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## SKILLS

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JavaScript ES6+ | TypeScript | React.js | Redux | RTK | React Query | Redux Saga | Context API | Next.js | Node.js | Tailwind CSS | Front-End Architecture | HTML | CSS | Styled Components | Material UI | Ant Design | Elastic UI | Express.js | Heroku | Vercel | AWS | Amplify | HTML5 | CSS5 | MERN | Docker | Jenkins | Redis | MySQL | MsSQL | NoSQL (CosmosDB /MongoDB) | Firestore | Unit Testing | BitBucket | GitHub Actions | GitLab | Azure DevOps | Google Cloud Platform | Microservices | Swagger | .NET Core | VS Code | Teams | Slack | Notion | Monday | JIRA