

Isha Hasan

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Career Summary

I'm a **Senior Software Engineer** with expertise in front-end technologies based in Karachi, Pakistan. Over the **5+ years**, I have created many projects. I have a strong focus on delivering high-quality, well-structured code. I have a proven track record in freelancing, earning a **Top-rated Badge on Upwork** and maintaining a **100% job success score**. I was also **awarded a Silver Medal** for academic excellence and recognized for unmatched dedication in the workplace as I bring a commitment to quality and innovation in every project they undertake.

Skills and Tools

- **Front-end Development:** ReactJS, NextJS, TypeScript, JavaScript, HTML5, CSS3, SCSS, jQuery, Bootstrap, CSS Flexbox, CSS Grid, Jest Unit Tests
- **Web Development:** WordPress, PHP, MySQL, RESTful APIs, Gatsby, HTML Emails, MJML, GraphQL
- **Version Control & Collaboration:** GitHub, Git
- **Deployment Tools:** AWS, Argo
- **UI/UX Design:** Converting designs into responsive, interactive web pages
- **UI/UX Tools:** Figma, AdobeXD
- **State Management:** Redux, Context API
- **Animations:** GSAP, CSS/JS/SVG Animations, Lottie
- **Testing & Debugging:** Cross-browser compatibility, responsive design testing, creating unit test cases
- **Freelancing:** Upwork Top-rated Freelancer, 100% Job Success Score

Professional Strengths

- **Commitment:** Recognized twice with the "Go the Extra Mile and Stand Out" award at Trafilea (2023, 2024) for dedication to excellence and exceeding expectations.
- **Responsibility:** Awarded "Preserve Our Future" by Trafilea in 2023 for demonstrating strong responsibility in preserving project integrity and future readiness.
- **Attention to Detail:** Meticulous in delivering pixel-perfect, responsive designs that meet client expectations.
- **Problem-Solving:** Strong ability to debug complex issues and improve code efficiency.
- **Dedication:** Awarded for unmatched dedication at Decojent, demonstrating commitment to deadlines and quality.
- **Adaptability:** Capable of learning and integrating new technologies and frameworks quickly.
- **Collaboration & Communication:** Effective in remote team environments, working across different time zones with international teams.
- **Code Quality:** Prioritizes clean, maintainable code by following best practices and design patterns.
- **Project Management:** Ability to manage multiple projects simultaneously in a team. And keep track of it with project management tools.
- **Customer Focus:** Ensures client satisfaction through clear communication and a deep understanding of project needs.
- **Deployment Expertise:** Experienced with AWS, Git flow, and Argo to manage deployment and streamline workflows.

Professional and Academics Accomplishments

Commitment – Go the Extra Mile and Stand Out, Recognized by Lead	Trafilea, 2024
Responsibility – Preserve Our Future, Recognized by Tech Manager	Trafilea, 2023
Commitment – Go the Extra Mile and Stand Out, Recognized by Colleague	Trafilea, 2023
Unmatched Dedication Award, Recognized by CEO	Decojent, 2022
Top-Rated Badge	Upwork, 2021
Silver Medal, 2nd Position in Batch	SSUET, 2020

Experience

Senior Software Engineer, Trafilea Tech E-commerce Group, Montevideo Uruguay Jul 2022 – Present

- Handled **headless checkout and upsell functionalities** for four e-commerce stores: Shapermint, Revel Beauty, The Spa Dr., and Truekind. Which is developed on ReactJS, TypeScript, and NextJS.
- Integrated multiple payment methods, including **PayPal, Amazon Pay, Klarna, Afterpay, Apple Pay, and Google Pay**, enhance customer convenience, and expand payment options.
- Conducted code reviews by **reviewing Pull Requests (PRs)**, ensuring **code quality**, adherence to best practices, and collaborative improvements across development teams.
- Oversaw deployment processes, ensuring seamless releases and efficient workflow. **Keep track of logs and CVR** in Datadogs before and after deployment.
- Lead key meetings, including daily stand-ups, and sprint planning, and also attend squad meetings, to align team goals and enhance collaboration.
- Contributed to quarterly planning by preparing Feature-Driven Development (FDD) using Product Change Requests (PCR) alongside team members.
- Implemented cookies to enable feature testing through VWO, **facilitating data-driven experimentation** and user insights.
- Developed data layer implementations to send data to Google Tag Manager (GTM), improving analytics tracking and marketing capabilities.

Expert Frontend Developer (Top-rated), Upwork, Freelance Aug 2020 – Present

- Achieved a **100% job success score**, earning a **Top-rated badge** through consistent, **high-quality work** and **client satisfaction**.
- Delivered a wide range of front-end development projects, utilizing skills in ReactJS, HTML, CSS, JavaScript, and jQuery.
- Specialized in building responsive and user-friendly web pages, ensuring cross-browser compatibility and optimal performance.
- Collaborated with international clients, effectively managing communication, project scope, and timelines.
- Created WordPress themes, and customized plugins, and developed tailored web solutions to meet diverse business requirements.
- Maintained **long-term client relationships** through proactive communication, timely delivery, and a deep understanding of project goals.
- What my clients say about me:
 - *“Amazing experience, she helped with a lot of advices in terms of website design and content, she is really professional in her job. I will with here again in the future projects too.”*
 - *“Great work and did exactly what I needed.”*
 - *“Incredible talent, great value and a whole heap of patience for me. I would recommend and use again with ease. One of the best talents I’ve used.”*
 - *“Our company has been working with Isha Hasan. We are beyond pleased with Isha’s impeccable service. She is extremely helpful in guiding us through the whole process. She is very knowledgeable. She pays close attention to details. She is also very patient in tracking and developing the web against the changes. Overall, we are very*

pleased with Isha's deliverables."

- *"Isha's work is good quality. Hope to continue working closely with her."*
- *"Great work! Project was completed very quickly, with high quality and at a great rate. Very easy to communicate with and extremely responsive. Highly recommended!"*
- *"It was great working with Isha. She quickly turned in assignment, worked through all my feedback, and proposed a few changes that made the result even better. She's clearly a professional and I'd like to work with her again in the future."*
- *"Isha delivered good work on this project and her communication was perfect. I enjoyed working with Isha and will likely have additional jobs for her in the future. Thank you!"*

UI Designer & Developer, Searchmove, Freelance

Jun 2020 – Dec 2021

- Worked on **real estate projects, designing and developing user interfaces** that were both visually appealing and functional.
- Created and converted designs into responsive, **high-quality web pages** using HTML, CSS, SASS, JavaScript, and jQuery.
- Collaborated with ASP.NET developers to integrate front-end designs seamlessly with back-end functionalities.
- Focused on delivering **engaging user experiences**, optimized for performance and cross-browser compatibility.

Front-end Developer, Decojent, Karachi Pakistan

Feb 2020 – May 2022

- Developed multiple websites using **ReactJS** and **WordPress**, ensuring **pixel-perfect implementation** and **high performance**.
- Created and maintained **custom WordPress themes**, integrating advanced features tailored to client specifications.
- Built responsive and engaging email templates, as well as websites using **GraphQL** and **Gatsby**, enhancing **user experience and SEO**.
- Wrote **algorithms for various complex mathematical calculators**, optimizing performance and accuracy.
- Worked with various charts to visualize data effectively and improve user comprehension using **ChartJS**.
- Developed **CSS and JS animations**, along with **Lottie animations**, to enrich the user interface with smooth, interactive visuals.
- Designed and implemented **SVG animations** with SVGator to create dynamic and visually appealing UI elements.
- **Led a team** of developers, providing guidance, and support, and conducting reviews of project estimations to ensure timely and efficient delivery.
- **Reviewed and refined code for quality assurance**, upholding best practices and driving project success.

Web Developer, ORA Digital, Karachi Pakistan (Internship)

Oct 2019 – Jan 2020

Web Developer, Decojent, Karachi Pakistan (Internship)

Jun 2018 – Jul 2018

Education

Masters in Computer Science

2023 – Present

FAST National University of Computer and Emerging Sciences
Karachi Pakistan

Bachelor's in Software Engineering

2016 – 2019

Sir Syed University of Engineering and Technology
Karachi Pakistan

- Silver medal for securing 2nd Position in batch