

Zain Zafar

Senior Software Engineer, Islamabad, Pakistan

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[SUMMARY]

Software engineer with 10+ years building web products end to end, from first sketch to shipped code. Mostly frontend with React and TypeScript, comfortable across the stack, with a soft spot for design. Currently building Meelio and Deesign.

[EXPERIENCE]

ShopSense AI Senior Software Engineer Apr 2024 – Present

- Built a multi-tenant store platform with per-store theming, content, and shoppable experiences.
- Automated SEO setup (Search Console, Tag Manager, GA), cutting per-store setup from ~2 hours to 2 minutes.
- Built image-to-video reel generation with Remotion to automate social media content.
- Created Lens, a Google Lens-style tool to crop, search, and filter images on web and mobile.

Emumba Senior Software Engineer Nov 2023 – May 2024

- Architected an AI recruiter platform that runs real-time interviews with LLMs and WebSockets.
- Built live audio and progress tracking with React, Azure Communication Services, and Redis.
- Led a team of 4-5 developers and set up development, staging, and production pipelines.

ServiceBell Senior Software Engineer Apr 2023 – Sep 2023

- Redesigned the dashboard and widget UI, using BEM for consistent, responsive styling.
- Built reusable email templates with React Email.

Polly Senior Fullstack Engineer Jun 2020 – Mar 2023

- Delivered a time-critical fintech project solo, generating \$100K+ ARR.
- Built a standalone feature that added \$25K ARR.
- Built a design system for Zoom with Tailwind CSS and Headless UI, tested with Jest and React Testing Library.

STOQO Senior Software Engineer Sep 2019 – Jun 2020

- Doubled landing page speed by moving API calls to build time, cutting hosting costs.
- Built a Material UI component library and internal ops dashboards, and mentored interns.

Aurora Solutions	Senior Software Engineer	Nov 2015 - Aug 2019
- Built web and mobile apps for clients across several industries and teams. - Added server-side rendering to healthcare apps, improving SEO and page performance.		
Convo	Software Engineer	Jul 2015 - Nov 2015
Microsoft	Student Partner	2013 - 2015

[PROJECTS] -----

Meelio	meelio.io	Apr 2022 - Present
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A calm, local-first new tab for focus: timers, tasks, notes, soundscapes, and site blocking. Designed and built solo with React, TypeScript, Vite, and IndexedDB, with Google Calendar and multi-device sync. Grew it through YouTube, Reddit, and Product Hunt.

Deesign	deesign.cc	Present
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Turns a written brief into pages, flows, and slides, then checks each design in a real browser on laptop and phone.

Orbit	AI agents design and build an orbital city in your browser.
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Tug of Words	Word game played as tug of war, solo or with a friend.
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FitCheck	Swap any piece of an outfit on a photo of yourself.
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Yap	On-device speech-to-text for macOS, triggered by a hotkey.
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Lumidot	React loading animations on npm, 36 patterns and 20 colors.
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VS Code	Comment Sidecar and shadcn/colors extensions.
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[SKILLS] -----

Frontend	React, TypeScript, JavaScript, Next.js, Vite, Tailwind CSS, TanStack, Zustand, shadcn/ui
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Backend	Node.js, Postgres, Drizzle, Redis, Hono, Fastify
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AI	Claude API, Claude Agent SDK, MCP, OpenAI, Vercel AI SDK
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Cloud & Tools	AWS, Cloudflare Workers, Vercel, Docker, GitHub Actions, Vitest, Playwright, Figma
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[EDUCATION] -----

FAST-NUCES, Islamabad	BS Computer Science	2011 - 2015
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