

Profile Summary

Senior Product Engineer with **5+ years of experience** bridging **design and frontend engineering** to deliver **scalable, accessible, and user-centric web applications**. Demonstrated ownership across **25+ interface projects**, building **component-driven systems** and **high-fidelity experiences** using **React, Angular, and modern CSS frameworks**. Strong expertise in **aligning UX strategy with technical implementation**, integrating **design systems, accessibility standards (WCAG)**, and **performance optimization** into production-grade solutions. Proven ability to **reduce rework, accelerate delivery**, and **collaborate effectively across product, engineering, and stakeholder teams**.

Work Experiences

- TECHNICAL CONSULTANT | Alasus Technologies, Hyderabad (Remote)

Aug 2024 – Aug 2025

 - Lead end-to-end UI/UX design and frontend development using Angular, TypeScript, and Figma in Agile environments.
 - Automate workflows, reducing manual efforts by 60% and saving 20+ hours weekly per user.
 - Define design systems and A/B test component-based UI for consistent, and responsive user experiences.
 - Build scalable apps with a focus on reusability, accessibility, and performance, driving \$250K+ in annual cost savings.
- INDEPENDENT UX CONSULTANT | Self-Employed, Hybrid

May 2023 – Aug 2024

 - Delivered multiple projects including web apps, mobile UIs, and a Chrome extension for international clients.
 - Designed 4 job portals in Figma and Constructed React/Next.js frontends with SSR for faster load times, improved SEO.
 - Independently managed design and development work for retail MVPs, driving customer acquisition by 35%.
 - Provided expert UX perspectives for a University of Toronto Ph.D. researcher, adding industry best practices.
- SOFTWARE ENGINEER | Zerozilla, Bangalore

Aug 2022 – Apr 2023

 - Engineered reusable components, modules and layouts using ReactJs, cutting development time by 30%.
 - Translated user and business requirements into pixel-perfect functional code enhancing responsiveness by 20%.
 - Revamped UIs with mobile-first design, boosting user interaction by 50% and reducing bounce rates by 25%.
 - Conducted 15+ user research and usability tests across multiple personas, enabling data-driven design decisions.
 - Maintained close alignment with stakeholders to meet on-time delivery in 90% of high-quality projects.
- FRONTEND DEVELOPER | TJ Cloud Globe, Rajkot

Nov 2021 – Aug 2022

 - Owned end-to-end development cycle for web apps while training 3 juniors, reducing project timelines by 25%.
 - Envisioned and built 10+ user-friendly UIs for web applications using React JS, TypeScript, Redux and GraphQL.
 - Implemented visual elements, maintaining brand consistency, drove a 60% increase in user engagement.
 - Improved code quality and styling consistency across MVC-based React, Laravel, and CodeIgniter projects.
- GRAPHIC & WEB DESIGNER | Topclues Solution, Junagadh

Jun 2020 – Nov 2021

 - Prepared 300+ ad creatives and designs including posters, banners, flyers, catalogs, and social media assets.
 - Directed the creative process & conceived innovative concepts, yielding 40% expansion in brand presence.

Skills

LIBRARIES:	React.js, Redux, MUI, Bootstrap, Sass, Axios, GraphQL, Next.js, Angular, jQuery
TECHNOLOGIES:	HTML5, CSS3, JavaScript (ES6+), TypeScript, REST APIs, Node.js, MySQL, JSON, Jest
TOOLS:	VS Code, Git, GitHub, Figma, Adobe XD, Photoshop, Illustrator, Jira, Storybook, Docker
CONCEPTS:	Design Systems, Component Based Architecture, Responsive Design, WCAG, A/B Testing
SOFT SKILLS:	Leadership, Collaboration, Communication, Problem Solving, User Empathy, Adaptability
LANGUAGES:	English, Hindi, Gujarati, and Arabic (basic)

Education

B.E. (BACHELOR OF ENGINEERING DEGREE) in Computer Engineering	CGPA: 8.45 / 10.00
Gujarat Technological University Ahmedabad, India	2017 – 2021

CERTIFICATIONS

Project Management | The AI-Driven Product Designer | Adobe XD Prototyping | Neural Networks and Deep Learning | AWS Certified Data Analytics | Python Data Structures

Projects

CMM AND HSF (IEHP APPLICATIONS) [HEALTH CARE DOMAIN]

Duration: 10 months

Role: Lead UX/UI Designer & Frontend Developer

Case Study: <https://tabrezdal.com/case-studies/iehp-healthcare-platform>

- Led UX/UI design for Care Manager Maintenance and Healthcare Scholarship Fund projects.
- Built admin intranet apps with intuitive data visualizations, workload charts, and role-based access controls.
- Created responsive student-facing UIs for onboarding, profiles, events, newsletters, and real-time news.
- Supported Angular development by building modular components under tight timelines.
- Mapped accessibility workflows to meet WCAG 2.2 compliance for all internal and public-facing views.

Tech/Skills: Angular, TypeScript, Figma, UX Research, User Persona, Prototyping, SQL, Docker, and SonarQube.

EATEXPRESS - FOOD DELIVERY APP [E-COMMERCE DOMAIN]

Duration: 4 months

Role: Freelance Product Designer

Case Study: <https://tabrezdal.com/case-studies/eatexpress-food-delivery>

- Produced 270+ screens for customer and partner apps with immersive prototypes and micro-components.
- Established brand guidelines for consistent branding while conducting iterative A/B testing to refine UX.
- Worked with clients to integrate new features efficiently, reducing client feedback cycles by 20%.

Tech/Skills: Figma, Wireframing, User Flows, UX research, Journey Mapping, Usability Testing, and A/B Testing.

EDXPLORE [EDUCATION DOMAIN]

Duration: 6 months

Role: Senior React Developer & Lead Product Designer

Case Study: <https://tabrezdal.com/case-studies/edxplora-course-platform>

- Revamped existing designs through iterative, user-focused improvements to secure stakeholder approvals.
- Developed a large-scale course comparison platform supporting dynamic filtering, sorting, and real-time updates.
- Implemented component-level performance optimizations, reducing initial load time by 35%.
- Mentored junior developers on best practices in modular coding and collaborative version control workflows.

Tech/Skills: React, MUI, JavaScript, Axios, State Management, Figma, Git, Performance Optimization, and Prototyping.

MYCIRCLE HUB [SAAS PRODUCT]

Duration: 6 months

Role: React Js Developer & Senior UI/UX Designer

Case Study: <https://tabrezdal.com/case-studies/mycircle-saas-platform>

- Authored a scalable design system with theme customization supporting multi-vendor branding for SaaS Product.
- Delivered complex, fully responsive layouts while maintaining code integrity using GraphQL and TypeScript.
- Integrated role-based route guards and state persistence for improved session management.
- Optimized application performance by 25% through code refactoring, lazy loading, and code splitting.

Tech/Skills: React, Redux, MUI, TypeScript, JavaScript, GraphQL, Figma, Design System, and Styled Components.

MECO RACING [SPORTS DOMAIN]

Duration: 4 months

Role: Senior UX/UI Designer

Case Study: <https://tabrezdal.com/case-studies/meco-motorsports-website>

- Crafted an immersive, visually compelling motorsports website with Human-Computer Interaction principles.
- Led usability testing and iterative refinement based on feedback to optimize engagement.
- Emphasized market research and competitor analysis to deliver a targeted, industry-appropriate design.
- Designed high-fidelity mockups and interactive prototypes to validate user flow logic before handoff.

Tech/Skills: Figma, Adobe Photoshop, Illustrator, Market Research, Competitor Analysis, Protopie, and Prototyping.

MOBIOTICS [ENTERTAINMENT DOMAIN]

Duration: 3 months

Role: Principal Frontend Developer

Case Study: <https://tabrezdal.com/case-studies/mobiotics-entertainment-platform>

- Developed a fully responsive, performance-optimized website, boosting user engagement across all device types.
- Mentored 4 developers, leading regular code reviews, ensuring best practices and consistent UI/UX.
- Built a shared UI utilities layer with custom hooks and Context API for scalable, clean, and DRY code.

Tech/Skills: React, Redux, MUI, React Router, Custom Hooks, HTML5, CSS3, JavaScript, JSON, EmailJs, and Photoshop.

E-Commerce Product Analyzer [GOOGLE CHROME EXTENSION]

Duration: 3 months

Role: Freelance Chrome Extension Developer

Case Study: <https://tabrezdal.com/case-studies/ecommerce-product-analyzer>

- Designed and developed a Chrome extension to streamline e-commerce product analysis.
- Providing real-time recommendation and advanced product comparison for enhanced user decision-making.

Tech/Skills: Figma, HTML, CSS, JavaScript, Problem-Solving, UX Research, Chrome API, and Brand Identity Design.