

MUHAMMAD RIZWAN AFZAL

Principal Frontend Engineer

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Open to relocation

SUMMARY

Principal Frontend Engineer with 9+ years designing, architecting, and scaling high-performance web applications across e-commerce, payments, booking, SaaS, and real-time systems. Specialized in React, Next.js, TypeScript, frontend architecture, and performance engineering. Currently leading frontend architecture for a high-traffic US e-commerce platform, owning checkout, payment, and delivery experiences across Adyen, Apple Pay, Synchrony, and Microsoft Dynamics 365 Commerce. Delivered a 40% reduction in LCP, 35% reduction in INP, and ~30% faster feature delivery through reusable architecture. Seeking a Principal/Staff Frontend Engineer or Frontend Architect role in Europe or Australia, open to relocation with visa sponsorship.

CORE EXPERTISE

Architecture & Frontend: React.js, Next.js, TypeScript, JavaScript ES6+, SSR, SSG, ISR, Redux, Context API, Material UI, Ant Design, HTML5, CSS3

Performance & Rendering: Core Web Vitals (LCP, INP, CLS), code splitting, lazy loading, CDN caching, data-fetching optimization, scalable component systems, micro-frontends, design systems

System Design & Integrations: Microservices integration, API orchestration, GraphQL, REST, real-time systems

E-commerce & Payments: Checkout, payment flows, Adyen, Apple Pay, Synchrony, Affirm, Stripe, Microsoft Dynamics 365 Commerce

Backend: Node.js, Nest.js, Laravel, SQL, MongoDB

Cloud & DevOps: AWS (EC2, S3, Amplify), Vercel, CI/CD pipelines, Nginx

Leadership & Delivery: Technical leadership, mentoring, cross-functional execution, stakeholder communication

WORK EXPERIENCE

Principal Frontend Engineer — Visionet Systems

Oct 2024 – Present

Client: Mattress Firm — high-traffic US e-commerce platform

- Lead frontend architecture and delivery across checkout, payment, and delivery experiences for a high-traffic e-commerce platform serving millions of monthly visitors.
- Designed Next.js rendering strategies using SSR and ISR to balance performance, SEO, and dynamic content.
- Improved Core Web Vitals across high-traffic user journeys, reducing LCP by 40% and INP by 35%.
- Implemented secure payment experiences integrating Adyen, Apple Pay, Synchrony, and Affirm across critical checkout flows.
- Integrated Microsoft Dynamics 365 Commerce and GraphQL/BedHub service layers to align frontend data flows with backend APIs.
- Built scalable React/Next.js component architecture and reusable UI systems, contributing to ~30% faster feature delivery across teams.
- Applied code splitting, lazy loading, CDN caching, and efficient data-fetching strategies for high-load scenarios.
- Collaborated with backend, QA, product, and business stakeholders; mentored engineers and set frontend standards for quality, performance, security, and maintainability.

Senior Frontend Developer — Offsetup

Sep 2020 – Sep 2024

- Delivered multiple production-grade platforms, including booking systems, SaaS products, and e-commerce applications.
- Architected a booking aggregation system integrating multiple third-party reservation APIs for centralized reservation management.
- Built microservices for smart lock automation, enabling secure, real-time access provisioning for rental platforms.
- Integrated payment systems (Stripe) and real-time communication services (Twilio), improving transaction reliability and user engagement.

- Optimized frontend performance and reduced API latency through efficient data-fetching and caching strategies.
- Led UI architecture decisions, implementing scalable component structures for long-term maintainability.

React Developer — ZeinxsMedia

Jun 2018 – Aug 2020

- Developed full-stack web applications using Laravel, SQL, JavaScript, jQuery, AJAX, JSON, HTML, and CSS.
- Built a content management system that reduced maintenance costs by 60% through modular, reusable architecture.
- Developed and integrated RESTful APIs, optimizing data flow between frontend and backend systems.

Laravel Developer — ZeinxsMedia

Jan 2017 – May 2018

- Developed full-stack web applications using Laravel, SQL, JavaScript, and jQuery.
- Built a content management system supporting core business operations.

SELECTED PROJECTS

Mattress Firm — E-commerce, Checkout & Payments React, Next.js, TypeScript, GraphQL, D365 Commerce, BedHub, Adyen, Apple Pay, Synchrony, Affirm. High-traffic checkout, payment, delivery, and performance engineering.

Florida Beach Rentals — Booking & Rental Platform React, Next.js, Node.js, ColdFusion, Stripe, Airbnb/Booking.com integrations, booking calendars, smart-lock integrations, customer communication.

Smart Lock Automation System Microservices, APIs, real-time access provisioning for rental platforms.

Best Influence Next.js, Material UI, Node.js, Stripe, AWS. AI-powered influencer collaboration platform built from scratch with payment and messaging capabilities.

RapidPure Production web/e-commerce platform.

EDUCATION

Bachelor of Science in Computer Science — Federal Urdu University of Arts, Science & Technology, Islamabad, Pakistan — Feb 2018

CERTIFICATIONS

Front-End Web Development with React — The Hong Kong University of Science and Technology / Coursera — Dec 2022 — Credential ID: 3NARWLWWYU2Y

Introduction to Front-End Development — Meta / Coursera — Dec 2022 — Credential ID: S7LXZ5QHFNN9

PCAP — Certified Associate in Python Programming — Python Institute — Apr 2022

AI for Everyone — DeepLearning.AI / Coursera — Oct 2019

LANGUAGES

English — Fluent (professional working proficiency) | Urdu — Native