ALAA **ALDEEN AL-HADDAD**

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WEBSITES, PORTFOLIOS, PROFILES

- https://aladdin-dev.vercel.app/
- https://www.linkedin.com/in/alaa-aldeen-alhaddad

PERSONAL SUMMARY

Frontend Engineer with 4+ years of experience in developing scalable web applications. Expertise in React.js, Vue.js, and TypeScript for creating production-grade features. Proven ability to enhance user experience while ensuring maintainability and performance in Agile settings. Strong collaborator within cross-functional teams, consistently delivering high-quality results.

EXPERIENCE

06/2022 - Current

Senior Frontend Developer
zid.sa - Riyadh, Saudi Arabia

- Engineered and sustained critical features within the Merchant Dashboard, ensuring peak performance and reliability for over 12,000 active merchants daily.
- Contributed to the Merchant Dashboard rewrite using React.js and Remix.js.
- Built Mazeed.sa from inception; led frontend delivery effectively.
- Enhanced user experience for Zid's Product-Led Growth efforts, increasing store conversion by **18%**.
- Implemented NGO (Zad Project) features in the dashboard and catalog modules to expand functionality.
- Closed **838** Jira tickets, delivered over **410** pull requests, and authored **1,770** commits.
- Collaborated in Agile sprints with backend developers, product managers, and designers to ensure project alignment.
- Worked successfully with diverse group of coworkers to accomplish goals and address issues related to our products and services.

10/2020 - 06/2022

Full Stack Web Developer
zid.sa - Riyadh, Saudi Arabia

- Developed merchant dashboard modules utilizing Vue.js, TypeScript, and SCSS.
- Integrated Laravel backend services with REST APIs to enhance functionality.
- Delivered UX and performance enhancements for ZidMall and National Day Mall.
- Participated in Agile processes with cross-functional teams to ensure project alignment.
- Incorporated third-party APIs into front-end applications for improved user experience.
- Optimized code base to boost performance and scalability.
- Collaborated on code reviews, bug fixes, and feature development with fellow developers.

11/2024 - 02/2025

UI/UX Design Bootcamp Trainee
Cradis - Riyadh, Saudi Arabia

- Conducted user research and prototyped UI flows using Figma.

- Delivered wireframes and tested designs in accordance with front-end standards.
- Facilitated design-thinking workshops to enhance design-to-code integration.

SKILLS

- Frontend development: React.js, Vue.js, Next.js
- Backend development: Laravel, RESTful APIs
- Version control: Git, GitHub
- Design tools: Figma, Jira
- Agile methodologies and UI/UX design
- Wireframing and CRO
- Frontend architecture
- Cross-functional collaboration
- Problem solving
- Attention to detail
- Effective communication
- Design thinking
- UI and UX principles
- Agile scrum
- SEO principles
- Issue debugging
- Visual design
- Responsive design
- TypeScript fundamentals
- GraphQL apis
- React proficiency
- Agile methodologies
- React.js development
- Vue.js development
- TypeScript programming

PROJECTS

Merchant dashboard: Contributed from the early stages to developing scalable features and UI enhancements .

PLG optimization: enhanced onboarding flow and upgrade triggers, resulting in an 18% increase in store conversion rate.

Zad Project (NGO): Improved charity-focused tools within the merchant dashboard to support NGO-specific e-commerce operations.

Catalog project: supported the development and optimization of catalog features, improving product management capabilities for retailers.

Mazeed website: Built the full web version of the Mazeed app using Vue.js and Nuxt.js.

Donation platform: delivered custom donation storefronts for the ZidMall platform to support charitable campaigns.

National Day Mall: Implemented the front end of the Laravel-based National Day campaign e-commerce website.

EDUCATION

01/2021

Bachelor of Science: Information Technology
University/Computer Science And IT College - Sana'a Yemen

LANGUAGES

Arabic: First Language
English: B2

Upper Intermediate (B2)

REFERENCES

References available upon request.