

Mahmood Bawazir

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About

Senior Front-End Developer with 8+ years of experience delivering fast, responsive, and scalable web experiences. Specialized in React, Next.js, Tailwind CSS, and TypeScript, with deep hands-on experience across CMS platforms including Shopify (theme & headless) and WordPress. Skilled in crafting interactive UI animations and implementing A/B testing to support data-driven UX improvements. Committed to writing clean, maintainable code and creating seamless user experiences across devices.

Work Experience

Senior Front-End Developer @ Puffy — Dubai, UAE March 2021 - Present

- Developed a high-performance, headless Shopify eCommerce platform using Next.js with modular architecture and seamless user experience.
- Integrated Shopify Storefront APIs with GraphQL to enable efficient, flexible content rendering across all
- Collaborated with design, product, and data analyst teams to run A/B tests via Optimizely, refining checkout flows and product display strategies.
- Built and maintained a responsive component library to ensure consistent shopping experiences across
- Developed an internal order fulfillment dashboard in Svelte.js, using the Shopify Admin GraphQL API to simplify daily fulfillment operations.
- Built an internal marketing admin app in Svelte.js, integrating with the Klaviyo API to fetch order data, handle unsubscribes, and manage exclusion lists to for more accurate campaign targeting.

Freelance Front-End Developer @ Freelance — Dubai, UAE August 2020 - February 2021

- Created modern, responsive websites with manageable CMS systems, tailored for agency clients to easily update and maintain content.
- Delivered clean, maintainable code and implemented performance best practices to ensure fast-loading

Senior Front-End Developer @ Bayzat — Dubai, UAE February 2020 - July 2020

- Led the complete front-end rebuild of newly redesigned website for bayzat.com using GatsbyJS, establishing a fast, scalable architecture that improved long-term maintainability and performance.
- Enhanced brand experience and user engagement by delivering fluid, animated user interfaces using Framer Motion and GSAP.
- Established an A/B testing framework using Google Optimize and GTM, leading to a measurable increase in conversion rates and enabling data-backed UX decisions.
- Created and launched a custom HubSpot theme in collaboration with the marketing team to enhance brand consistency across all new campaigns.

Front-End Developer @ TenTwenty — Dubai, UAE October 2016 - June 2019

- Built and launched responsive websites for diverse agency clients using modern JavaScript frameworks, SASS, and WordPress, establishing a foundation for advanced front-end practices.
- Crafted smooth, interactive UI animations with GSAP to elevate user experience and engagement across multiple projects.

Skills

Core Technologies: TypeScript, React, Next.js, Svelte.js, Tailwind CSS, GraphQL, Liquid

eCommerce & CMS: Shopify (theme & headless), WordPress

UI Animation: GSAP, Framer Motion

Testing & Optimization: A/B Testing (Optimizely, Google Optimize), User Analytics (Hotjar, FullStory, GA4)

Tools & Platforms: Git, Vercel, Netlify

Education

Front-End Web Development Techdegree

Team Treehouse, 2015