

SHEJIN ABU

SENIOR FRONTEND / UI DEVELOPER

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linkedin.com/in/shejin-abu-dev | Visa: UAE Residence Visa (Employed) — Open to Relocation

Professional Summary

Senior Frontend Developer with 10+ years building enterprise digital platforms for global automotive and investment brands — Nissan, INFINITI, Ford, Lincoln, and Peugeot — across multiple markets in the Middle East and Africa. Specialized in Vue.js and React.js, with hands-on depth in component architecture, state management, and REST/WebSocket API integration (auth, CRM, maps, telemetry). Known for shipping interactive showroom tools and configurators using GSAP/WebGL, delivering multilingual Arabic/English builds, and mentoring developers on code quality and architecture decisions. Comfortable moving fast with AI-assisted development workflows without cutting corners on production quality.

Core Technical Skills

Frontend Frameworks: Vue.js (Composition API), React.js, Nuxt, Single Page Applications (SPA), TypeScript, JavaScript (ES6+)

UI/UX & Design Systems: Figma-to-Code Translation, Responsive & Mobile-First Design, Cross-Browser Compatibility, UI/UX Design Principles, Design Systems & Reusable Component Libraries

Localization & i18n: Multilingual Arabic/English Web Builds, RTL-Aware Responsive Layouts

Web Accessibility & SEO: WCAG 2.1, ARIA, Semantic HTML, On-Page SEO Fundamentals

API & Integration: REST APIs, Axios, WebSockets, OTP/JWT Auth Flows, Google Maps API, CRM Integrations

Analytics & Tagging: Adobe Tagging (Adobe Launch), Google Tag Manager (GTM)

State Management: Pinia, Vuex

Styling: Tailwind CSS, SASS, LESS, CSS3

Performance & Build Tools: Code Splitting, Lazy Loading, Asset Optimization, Webpack, Babel, NPM

AI-Assisted Development: AI-powered coding workflows for rapid prototyping, scaffolding components, and accelerating delivery

Animation & Advanced UI: GSAP, WebGL, Interactive Showroom & Configurator Tools

Tooling & Workflow: Git, GitHub, Figma, Postman, Asana, Agile/Scrum, Code Reviews, Docker (basic)

Professional Experience

Senior Frontend / UI Developer — Alternative Agency, Dubai, UAE

Aug 2020 – Present

- Lead frontend development for automotive CMS platforms deployed across 8+ regional markets in the Middle East and Africa, ensuring consistent brand experience and performance at scale.
- Mentor and review code for junior and mid-level developers, guiding Vue.js component architecture and code quality standards, and contribute to shared technical decisions on tooling and approach alongside team leads.
- Architect and build interactive tools and virtual showroom applications for global automotive brands, translating complex Figma designs into pixel-accurate, production-ready interfaces.
- Enhance UI/UX across projects through close collaboration with design and product teams, improving usability, accessibility, and visual consistency.
- Ensure cross-browser compatibility and responsive behavior across desktop and mobile, resolving edge-case rendering issues across regional CMS deployments.

- Build and maintain multilingual Arabic/English site variants, handling RTL layout considerations as part of regional rollouts across KSA, UAE, and North Africa markets.
- Integrate rich animations and transitions using GSAP and WebGL to elevate configurator and launch-platform experiences.
- Own frontend performance optimization strategies, including code-splitting, lazy loading, and asset optimization, to improve load times and responsiveness.
- Drive end-to-end API integration work across 4+ third-party systems (authentication, payments, mapping, CRM), working closely with backend teams across regional deployments to define contracts and handle edge cases.
- Deliver websites, landing pages, and full applications from concept through deployment within Agile sprints, taking ownership of technical quality and mobile-first design.

Frontend Developer — Golden Star Media Production & Event Management, Dubai, UAE *Mar 2017 – Jun 2020*

- Built and maintained web applications using React.js and Vue.js, contributing to both greenfield builds and iterative feature development.
- Developed hybrid and responsive interfaces using Vue Material, Ionic 4, and SASS, supporting cross-device consistency for client-facing products.
- Collaborated directly with designers and backend developers in a fast-paced production environment to deliver projects against tight event and campaign timelines.

UI/UX Developer — Tecrizon, Infopark, Kochi, Kerala, India *Aug 2016 – Dec 2016*

- Designed and implemented user interfaces and UX flows for web-based client projects, contributing to wireframing and front-end build phases.

UI Developer — GL Infotech, Thrissur, Kerala, India *Mar 2014 – Jul 2016*

- Started career building UI components and static/dynamic web pages, developing a strong foundation in HTML, CSS, and JavaScript fundamentals.

Featured Projects — Automotive & Enterprise Platforms

Nissan Middle East & Africa

[Parts e-commerce](#) | [New Patrol Launch Platform](#) | [Magnite Microsite](#)

[Nissan Configurator](#) | [Nissan Petromin KSA](#)

[Z Nismo Microsite](#) | [Patrol Nismo Microsite](#) | [Nismo Launch Platform](#)

[Nissan Morocco Official](#)

INFINITI: [Inventory Tool](#)

Ford: [Ford Dealership KSA](#)

Lincoln: [Lincoln M.Y. Naghi KSA](#)

Invest AD: [InvestAD](#)

Peugeot: [Peugeot Webstore](#)

Other Projects: [Alternative Agency](#) | [Jos Alukkas](#)

Education

BCA in Computer Science — Bharathiar University, India (2011)

Languages

English — Fluent | Malayalam — Native | Hindi — Conversational