

SHEJIN ABU

SENIOR FRONTEND / UI DEVELOPER

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Work Authorization: UAE Residence Visa (Employed), Open to Relocation Within UAE

Professional Summary

Senior Frontend Developer with 12+ years building enterprise digital platforms for global automotive and investment brands, including 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 TypeScript, component architecture, and state management, and mentoring developers on code quality and architecture decisions. Comfortable moving fast with AI-assisted development workflows without cutting corners on production quality.

Technical Skills

Frontend Frameworks: Vue.js, React.js, Nuxt, TypeScript, JavaScript (ES6+)

UI/UX & Design Systems: Figma-to-Code Translation, Responsive & Mobile-First Design, 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/OAuth Auth Flows, Google Maps API, CRM Integrations, Telemetry Data

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

State Management: Pinia, Vuex, Redux Toolkit, TanStack Query, Zustand

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 and UI design flows 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, CI/CD, Docker (basic)

Professional Experience

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

Aug 2020 – Present

- Lead frontend development for automotive digital platforms deployed across 8+ regional markets in the Middle East and Africa, ensuring consistent brand experience and performance at scale.
- Specialize in custom CMS development, architecting content models, admin workflows, and multi-market publishing systems from the ground up rather than relying on off-the-shelf platforms.
- Architect and build interactive tools and virtual showroom applications for global automotive brands, translating complex Figma designs into pixel-accurate, production-ready interfaces.
- Build custom dealership platforms for Ford and Lincoln in KSA, tailored to each brand's content structure and regional requirements.
- Enhance UI/UX across projects through close collaboration with design and product teams, improving usability, accessibility, and visual consistency.

- Ensure responsive behavior across desktop and mobile, resolving edge-case rendering issues across regional deployments.
- Build and maintain multilingual Arabic/English site variants, handling RTL layout considerations as part of regional rollouts across 3+ markets spanning KSA, UAE, and North Africa.
- 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](#) | [Pathfinder Microsite](#)

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

INFINITI: [Inventory Tool](#)

Invest AD: [InvestAD](#)

Other Projects: [Alternative Agency](#)

Education

BCA in Computer Science, Bharathiar University, India (2008–2011)

Languages

English: Fluent | Malayalam: Native | Hindi: Conversational