

# Mehdi Jalili – Frontend Developer

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Led the delivery of engineering solutions for PHP, WordPress, React, and Django technologies, achieving over 250 successful projects with over 10 years of experience in exceeding client expectations and driving revenue growth.

## PROFESSIONAL EXPERIENCE

### Blue Logic, Dubai, UAE - Remote | Jan 2025 – Present

#### Frontend Developer

- Revamped the [Aquaventureworld](#) Web App using a **WordPress-Next.js headless** architecture, improving Lighthouse performance scores by 40%.
- Designed and implemented **React**-based Gutenberg blocks for 5 WordPress themes, cutting load time by 70%.
- Enhanced [Smart Salem](#) **Shopify frontend** with optimized **React components**, boosting overall UX performance by 20%.
- Executed technical support and maintenance for 10+ clients, increasing conversion rates by 25%.

### Blue Window, Msida, Malta – Remote | Jan 2024 – Dec 2024

#### Full Stack Developer

- Developed a **React-FastAPI** web app for the [Betiton](#) online gaming, improving page speed by 70% to enhance user engagement.
- Engineered a **React web app** to deliver live sports match results, slashing API dependency and page reloads, increasing page load speed by 80%.
- Ensured 100% UI compliance with WCAG guidelines and brand identity across all platforms.

### RM Innovation, Kentucky, USA - Remote | Nov 2021 – Dec 2023

#### Frontend Developer

- Engineered a **React dashboard** for WooCommerce, reducing manual data entry by 60 hours/week.
- Modernized legacy frontend from jQuery/Laravel to **React SPA**, achieving 40% faster rendering and smoother UX.
- Migrated a monolithic **Django** application to a modern stack using **Django REST Framework** and **Next.js**, improving Core Web Vitals by 80%.
- Integrated **Google Analytics 4** and Tag Manager to track user behavior for data-driven UI decisions.
- Optimized application architecture through strategic bundle splitting, resulting in 60% faster page loads.

### Zero and One - Istanbul, Turkey - Onsite | Oct 2016 – Sep 2021

#### Frontend Developer

- Migrated 5 legacy PHP Web Apps to modern **React** architecture with reusable UI components.
- Developed 4 custom WordPress plugins using **React**, improving site interactivity and reducing bounce rates by 30–40%.
- Led UI performance audits and **SEO optimization** for 30+ client sites, achieving an 85% performance gain.
- Implemented the design system using Figma and CSS-in-JS, ensuring 100% visual consistency between design and the final product across all screen sizes.
- Revamped Deltaban Chain Hotels' **React booking application**, driving a 40% increase in revenue through enhanced user experience and performance optimization.

## EDUCATION

### Sabanci University, Istanbul, Turkey

Bachelor of Engineering, Software Design and Development

## SKILLS

- **Frontend:** React, Redux, Zustand, Context API, Next.js, Jest, Cypress, TypeScript, JavaScript, TailwindCSS, Bootstrap, HTML5, CSS3, SCSS, jQuery, Responsive Design
- **Performance & Architecture:** SSR/ISR, Code Splitting, Caching, Lighthouse Optimization, Core Web Vitals, Component Design Patterns
- **Backend Integration:** REST API, GraphQL, Django REST Framework, FastAPI, Laravel
- **CMS & E-Commerce:** WordPress (Gutenberg, Headless), Shopify, WooCommerce
- **Tools & DevOps:** Git, GitHub, AWS, Vercel, CI/CD, Docker, Redis, Nginx, Jest, Cypress