

DURAIZ HAIDER

Toronto, ON · haiderduraiz@gmail.com · 365-886-2474 · <https://linktr.ee/duraizhaider>

EXPERIENCE

MultiEmG

Frontend Developer

Toronto, ON

Feb 2024 - Jan 2025

- Architected and implemented a revolutionary component-driven architecture for a high-volume SaaS platform serving 2M+ monthly users, utilizing React.js with custom optimization strategies that slashed page load times by 67% and increased conversion rates by 24%, directly contributing \$3.8M in additional annual revenue.
- Pioneered development of an enterprise-grade design system with 80+ components that achieved 99.9% visual consistency across 12 product lines while reducing new feature development time from weeks to days, resulting in company-wide adoption and recognition from the CTO.
- Spearheaded performance optimization initiative using advanced lazy loading, virtualization, and WebAssembly techniques that transformed a 6.5-second initial load time to sub-1.5 seconds, elevating core web vitals from "Poor" to "Excellent" and improving SEO rankings by 37%.

Single Solution

Full Stack Software Engineer

Mar 2023 - Dec 2023

- Implemented advanced front-end optimization suite using Vanilla JavaScript and modern ES6+ techniques for a platform handling 100K+ daily users, reducing bounce rates by 22% and increasing session duration by 15%, resulting in 14% higher customer retention.
- Architected and developed scalable full-stack solutions using React, Node.js, and PHP/Laravel, creating RESTful APIs and optimized database schemas that delivered 12% conversion improvements across 8+ clients and generated an estimated \$2.4M in additional revenue.
- Engineered performance-critical backend systems with MySQL query optimization, Redis caching layers, and horizontal scaling strategies, reducing server response times by 24% and improving Core Web Vitals from "Poor" to "Good" across all key user flows.

CodeNinja

Software Engineer

Oct 2022 - Dec 2022

- Completed an intensive 3-month Front-End Development program, gaining hands-on expertise in building responsive, high-performance web interfaces using HTML5, CSS3 (Flexbox, Grid), and modern JavaScript (ES6+).
- Collaborated in an Agile team environment using Scrum and Jira to plan sprints, track progress through velocity metrics, and consistently ship user-facing features on time.

SKILLS

Frontend: HTML, CSS, Tailwind, Javascript, Typescript, XML, ES6+, Bootstrap, React, JSX, DOM, NPM
Backend: NodeJs, Express, Axios, Postman, JSON, RESTful API's, CORS, Web Tokens, bcrypt, Passport.js

PROJECTS

NexMart *React.js, React Router, Axios, Bootstrap, Node.js, Express.js, MongoDB, JWT, PayPal API Integration, API testing, Version Control* <https://nexmart.up.railway.app/>
Built a responsive e-commerce site with PayPal integration, real-time admin tools, and a performant Express/MongoDB backend for smooth shopping and management experiences.

Pest Sentry *React.js, Redux Toolkit, Node.js + Express.js* <https://pestsentry.onrender.com/>
Developed PestSentry, a full-stack pest management app with AI-powered extermination report generation, improving operational efficiency for real-world pest control. Built a scalable React.js frontend, Node.js backend, and Supabase integration supporting secure file uploads and authentication. Implemented intelligent automation workflows, boosting record accuracy and reducing manual entry time by 70%.

EDUCATION

National University of Computer and Emerging Sciences
Bachelor's in Engineering Electrical

Islamabad, PK
2016 - 2021

CERTIFICATIONS

MERN Stack Web Development

Udemy

Git Essential Training

Linked Learning