

Malik Abdul Rehman Khursheed

Senior Frontend Engineer — Performance & Scale · Next.js · React · TypeScript

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SUMMARY

Frontend engineer with ~5 years building B2C web for emerging-market users — 3 of them at scale at Bazaar. Next.js / React performance specialist: **Lighthouse 92** and **Core Web Vitals: Passed** on a flagship app (100k+ web users, 1M+ Android downloads), and **lead author of a multi-tenant storefront platform** on Next.js 16 / React 19 (first merchant live). Comfortable across Node.js / NestJS for BFFs.

EXPERIENCE

Bazaar Technologies — Islamabad, PK

Mar 2023 - Present

Senior Software Engineer

- Lead frontend on **bazaarapp.com** (Next.js + NestJS BFF); co-led the image + CDN pipeline that cut **LCP 40%**, took Core Web Vitals from failing to **Passed** (Lighthouse 92), grew organic search **0 → 156K total clicks**, and saved ~\$5,400/yr in CDN.
- **Lead author of the Keenu One storefront** — wrote the large majority of a multi-tenant ordering platform (Next.js 16 / React 19) built to serve many merchants on their own domains via edge tenant-resolution, SSR + JSON-LD SEO and a manifest-driven theme system; first merchant live at siroc.pk.
- Built end-to-end frontend flows on the **Keenu One merchant dashboard** (React + Vite) — storefront-config / theming & branding editors, dashboard and POS-kiosk screens. Also **lead-authored the Keenu corporate site** (keenu.pk, Next.js / Tailwind).
- Drove the MUI → Tailwind + Radix migration and built the PM-designed gamification feature — average order value rose **47%**.

Orcalo Holdings — Rawalpindi, PK

Aug 2021 - Mar 2023

Senior Frontend Engineer

- Directly led and mentored a team of **24 junior frontend developers** across multiple client projects.
- Introduced the **Component-Container** pattern across the FE codebase and integrated **React Query** into legacy Redux-heavy apps, cutting redundant API calls. Started as Junior Node.js Developer (Aug–Oct 2021).

Web Mekanics — Rawalpindi, PK

Nov 2020 - Jun 2021

Software Engineer Intern (Frontend · Python)

- Built responsive frontends for automobile products and REST APIs in Django for real-time data insights.

SKILLS

Frontend	Next.js (App Router, RSC), React 19, TypeScript, Redux / RTK, React Query, Zustand, Tailwind, Radix UI, MUI, SCSS, Jest, React Testing Library, accessibility (WCAG)
Backend / Cloud	Node.js, NestJS, Express, MongoDB, REST · AWS (S3, CloudFront, Lambda, Route 53), Docker, Vercel, Vite, Git, CI/CD
Performance	Core Web Vitals, Lighthouse, PageSpeed / CrUX, Google Search Console, image pipelines, caching & CDN strategy, multi-tenant, SSR / SEO (JSON-LD)
Practice	TDD, SOLID, Agile, code review, mentorship, AI-assisted development

SELECTED PROJECTS

Keenu One Storefront — siroc.pk (Next.js 16, lead author) · **Keenu Merchant Dashboard** — console.keenu.one (React, Vite) · **Keenu Corporate Site** — keenu.pk (Next.js, lead author) · **Bazaar Web App** — bazaarapp.com · **Bazaar Grocery App** — [Android, 1M+ downloads](#)

Education

BS Computer Science, Hitec University, Taxila — 2017 – 2021

Certifications

AWS Solutions Architect – Associate (in progress) · AWS Technical Essentials (Udemy)