

Ziyab Najeeb

Senior Software Engineer · Visual Designer

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SUMMARY

I'm Ziyab Najeeb, and I started my career in communication design — trained at Karachi School of Arts, then spent my early years working as a visualizer and UI/UX designer, shaping branding, layout, and interface work in Karachi and the UAE.

That shifted in 2012, when I moved into software engineering full-time. Over the 14+ years since, I've built deep expertise in React, Next.js, and TypeScript, along with extensive Salesforce Commerce Cloud (PWA Kit/SFRA/SiteGenesis) work — building storefront experiences and full-stack MERN applications for enterprise eCommerce clients.

Render Logics is where those two backgrounds meet — I still think like a designer first, then build the product behind it, using tools like Tailwind CSS, shadcn/ui, Photoshop, and Illustrator across the full process from concept to shipped code.

EXPERIENCE

Senior Software Engineer — Royal Cyber Inc.

Dec 2012 — Present

Karachi, Pakistan

Royal Cyber Inc. is a globally recognized award-winning technology partner that is helping companies imagine, execute, and accelerate their digital transformation journey for the past 20 years.

Acima — React Developer, Front-end Developer

Developed UI components for key features such as authentication, dashboard, and payment pages.

Worked with a shared design system to maintain consistency across the application.

Implemented data fetching and state management using TanStack Query.

Built reusable custom hooks to simplify logic and improve code organization.

Integrated APIs and handled server-side rendering using shopper context.

Contributed to Page Designer-based components within the SFCC ecosystem.

Followed a modular approach to keep the codebase clean and maintainable.

React.js

Chakra UI

SFCC Composable Architecture

Rent-A-Center — React Developer, Front-end Developer

rentacenter.com/en-us

Developed and maintained UI components using React.js.

Implemented responsive layouts to ensure compatibility across devices.

Worked with Chakra UI for consistent styling and design.

Collaborated with the team to integrate frontend with existing SFCC composable architecture.

Assisted in improving user experience and interface performance.

Followed clean and modular coding practices for maintainability.

React.js

Chakra UI

SFCC Composable Architecture

Bellacor — React Developer, Front-end Developer

bellacor.com

Developed the Bellacor storefront UI using React, HTML5, and modern JavaScript (ES6).

Styled and built reusable components with Tailwind CSS and Styled Components.

Consumed REST APIs using Axios and managed application state with Redux.

Organized the codebase into a clean, maintainable component structure.

React

JavaScript (ES6)

Tailwind CSS

Styled Components

Axios

Redux

White-Cap

Developed the White-Cap project, focusing on dynamic image handling and interactive user experience.

Implemented animated markers on images, categorized to provide contextual information based on user interactions.

Utilized GSAP (GreenSock Animation Platform) to create smooth animations for the markers, enhancing visual appeal and engagement.

Employed React.js with TypeScript to ensure type safety and maintainable code structure.

Designed a responsive layout using Tailwind CSS and Shadcn UI, ensuring a seamless user experience across various devices.

Enabled image switching functionality, allowing users to easily toggle between images while corresponding markers update accordingly.

React.js

TypeScript

Tailwind CSS

Shadcn UI

GSAP

Optimizely

Brambleberry

Designed and developed various modules of eCommerce site using SFCC - SFRA Architecture, jQuery, JavaScript, HTML 5, SCSS, and Bootstrap4.

Implemented Google AVS 2.0, and implemented it as a reusable component so it can be used for other pages like the checkout page, account page.

Implemented Google reCaptcha, and made it useable for multiple instances.

Followed best functional JavaScript practices in writing code.

Handling jQuery tasks for a better viewing experience with mixing the ES6 with jQuery.

Worked on Home Page, Product, Cart, Checkout, Sort & Filter, Article, Mobile Navigation, and Quick View modules from scratch on ISML, SCSS and ClientSide.

Worked on Page Designer and created required pages on Page Designer.

Implemented Npm and Webpack setup for building and automating processes such as linting, and prod/dev environment.

Working on ISML templating engine.

Node version upgrade from version 6 to version 14.

Salesforce SFRA

jQuery

JavaScript

HTML5

SCSS

Bootstrap 4

ISML

Webpack

WinSupply Inc. – WinZone

Worked on UI development from scratch.

Developed UI using HTML5, Bootstrap (Flexgrid), and SCSS for responsive and visually appealing designs.

Implemented the frontend with Angular for building dynamic and scalable web applications.

Built and styled various components using Angular, TypeScript, SCSS, and Bootstrap.

Organized and maintained a clean component structure to ensure scalability and reusability.

Integrated REST APIs to fetch and display dynamic data seamlessly.

Optimized performance and usability by implementing lazy loading and modular design patterns.

Angular

TypeScript

HTML5

Bootstrap

SCSS

Aramark

Education System

Developed a responsive UI using HTML5, CSS, Bootstrap, and jQuery for patient-centric educational content.

Ensured cross-browser compatibility and accessibility standards for diverse users.

Supply Chain / Marketplace

Built interactive and scalable components using Angular, TypeScript, and Bootstrap.

Integrated dynamic data from APIs to support procurement workflows and enhance user experience.

Menu Builder

Designed and developed an intuitive interface using HTML5, CSS, and jQuery for menu planning and customization.

Focused on delivering seamless navigation and improved functionality for patients and staff.

Collaboration & Optimization

Worked closely with backend teams to integrate the IBM WebSphere Portal, ensuring robust and reliable application performance.

Followed best coding practices to deliver reusable, modular, and maintainable code across all modules.

Angular

TypeScript

HTML5

Bootstrap

CSS

SCSS

jQuery

IBM WebSphere Portal

Visualizer | Senior UI/UX Engineer — Xpertogo

Oct 2011 — Nov 2012

Middle East - UAE

Xpertogo is a technology & digital company that is a curator, innovator and distributor of mobile apps. With a large regional audience reachable through a global network of mobile operator partners, Xpertogo provides B2C & B2B mobile application solutions to the general public, specifically in the Middle East region.

Xpertogo Branding — Senior Visualizer | UI-UX Developer

Designed the Xpertogo logo, visiting cards, and letterhead; designed and developed the website and handled jQuery tasks.

Adobe Photoshop

Adobe Illustrator

HTML

CSS

Javascript

Visualizer | Senior UI/UX Engineer — Naqqash Concepts and Designs

Nov 2009 — Aug 2011

NAQQASH Concepts & Designs is a design studio practicing graphic design, interior design, and advertising. Naqqash takes on phenomenal jobs and executes them with thought-provoking, original ideas. Naqqash prefers consulting exclusive projects and clients only.

Cavalos - UAE Project — UI/UX Developer

Proposed the Cavalos logo, designed website mockups, developed the UI from scratch, styled the web experience, and implemented scrolling, banners, and carousels.

HTML 5

CSS

Javascript

OTC - UAE Project — UI/UX Developer

Designed website mockups, developed the UI from scratch, styled the web experience, and implemented scrolling functionality and banners.

HTML 5

CSS

Javascript

Senior UI/UX Engineer — Pixense Pvt. Ltd.

Jun 2007 — Oct 2009

PixSense is a worldwide provider of social networking that is integrated with the mobile lifestyle. PixSense's solutions utilize innovative technologies to allow for Comprehensive Media Management, Integration into operators, Revenue streams for operators and Developer API access.

XL - Funbook App Project — Frontend Developer

Designed app mockups, developed the UI, implemented CSS styling, and resolved bugs.



HTML

CSS

Javascript

Telenor Norway Project — Frontend Developer

Designed app mockups, developed the UI, implemented CSS styling, and resolved bugs.

HTML

CSS

Javascript

EDUCATION

BCOM Bachelor of Commerce

3 Years Certification for Communication Designs

University of Karachi

Karachi School of Arts

SKILLS

Frontend: React, Next.js, TypeScript, JavaScript, Tailwind CSS, React Bootstrap

Backend: Node.js, Express.js, MongoDB

Design Tools: Photoshop, Illustrator

Platforms: SFCC - SFRA - PWA/Kit

Tools & Workflow: Git, GSAP