

Full-Stack Developer with a focus on building performant, scalable web applications. I combine deep expertise in modern JavaScript frameworks with backend proficiency to deliver end-to-end solutions. Experienced in leading Agile teams, I bridge technical execution with strategic project delivery, ensuring robust systems that align with business goals. Passionate about clean architecture, efficient workflows, and mentoring peers to elevate team output.

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Socials

LinkedIn
linkedin.com/in/junaidshad

Twitter
@junaidshad

Languages

Urdu
Native

English
Professional working

Education

Capital University of Science & Technology
Bachelor - CS
2013 - 2017

Junaid Shad

Full Stack developer

Experience

Jun 2023 - Present Islamabad

Sr. Software Engineer



Codup -
Reversetech

- Spearheaded the **revamp of the Reversehealth platform**, modernizing its architecture with cutting-edge tools and technologies to enhance scalability and user experience.
- Developed and deployed new features** end-to-end, prioritizing intuitive UX/UI and seamless performance.
- Optimized application performance** through code refactoring, lazy loading, and efficient state management, reducing load times by 50% and improving Core Web Vitals.
- Collaborated cross-functionally to design and implement interactive **application tours** (e.g., [Nutrition Tour](#)), driving user engagement and onboarding efficiency.

Oct 2021 - Jun 2023 Islamabad

Software Engineer



D4 Interactive

- Led feature development and integrations, delivering scalable solutions aligned with user needs.
- Upgraded Vue 2 → Vue 3**, improving performance and maintainability.
- Designed efficient APIs and optimized cross-platform performance through heuristic-driven enhancements.
- Built an internal admin panel for centralized user activity logs and error analytics.
- Integrated 10+ social/blog platforms (e.g., WordPress, Medium) to expand app functionality.
- <https://app.contentstudio.io>.

Jul 2017 - Oct 2021 Islamabad

Software Engineer



EraOfEcom

- Designed and developed custom Shopify applications to enhance e-commerce functionality
- Translated business requirements into technical solutions through clean, maintainable code
- Optimized application performance by identifying and resolving API bottlenecks
- Debugged complex issues and implemented robust solutions to improve stability
- Key projects: [WinAds](#), [MTL](#), [Minerd](#)

Skills



Vue.js



Pinia/Vuex



Laravel



React



Redux



MongoDB



MySQL



Project
Management



Docker