Abdulsamad Ayoade

Frontend Engineer

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SUMMARY

Frontend Engineer with 5+ years of experience leading UI architecture for B2B/B2C SaaS products using React, Next.js and TypeScript. Co-designed a design system and built it as a shared React component library used across 3 products, cutting time to ship new features from weeks to days. Sets team standards for performance, testing, and accessibility, including performance budgets in CI and WCAG 2.2 AA components.

EXPERIENCE

Frontend Engineer *May 2022 – Present*

Reeddi – Lagos, Nigeria

- Led the frontend rebuild of Pluck, introducing phone financing and a public sales agent network as the platform grew from 20 customers in Lagos to 3,000+ customers and 500 agents across three states
- Developed Pluck's chat, referrals, prospect management, and role-based team access using Next.js, TypeScript, and RTK Query
- Built and maintained Pluck's back-office platform across three major versions, supporting identity verification, orders, inventory, repayments, and commissions as the business generated ₦500M+ in revenue and expanded its device financing portfolio from ₦50M to nearly ₦1B
- Co-designed the company's design system with the product designer and built it as a library of 30+ React components meeting WCAG 2.2 AA, now the standard for all web frontend work across 3 products
- Set up CI/CD pipelines using GitHub Actions, enforcing tests, linting, builds, and performance budgets before deployment, and documented engineering conventions in Confluence
- Delivered Pluck's marketing website with 100 scores on PageSpeed Insights for performance, accessibility, best practices, and SEO
- Developed and maintained the e-commerce website for the company's portable power stations and energy systems, integrating product listings with checkout through Paystack's hosted store
- Built 4 products for Carry, a delivery platform serving 1,000+ individuals and 50+ businesses: a customer booking app, an operations back office platform, an enterprise app for businesses, and a marketing site, with Google Maps address search and online payments
- Led frontend development of LoyaOne, a loyalty and rewards platform, building its business and back-office applications through launch while mentoring a junior engineer

Fullstack Engineer *August 2022 – Present*

Brethren – US, Remote (Contract, Part-time)

- Built and launched a group study platform as the sole engineer, from Next.js frontend to NestJS API and MongoDB data model; reached 175 verified users
- Built time-zone-aware lesson reminders that sent 4,500+ emails, using a unique MongoDB index to prevent duplicate sends across multiple servers
- Moved a global ministry's Shopify storefront to a headless Next.js and Sanity platform, migrating 564 blog posts and modeling 15+ content types

- Integrated recurring donations and paid memberships through Shopify, using webhooks to grant and revoke access to member content automatically
- Built site-wide search across 6 content types and cut response time from 1.8s to under 300ms by eliminating repeated reference lookups
- Merged separate iOS and Android apps into one React Native codebase, migrating users' saved content and adding offline access (SQLite) with cross-device sync that resolves conflicting edits
- Wrote server-side purchase verification with Apple and Google so returning users' paid upgrades were restored automatically on sign-in

Frontend Engineer *Oct 2021 – April 2022*

Business Process Technologies – Lagos, Nigeria

- Owned the frontend of a fintech app as the sole frontend engineer on a 4-person team, shipping money transfers, airtime purchase, bill payments, and gift card purchases to live users with React and Context API.
- Built an internal back-office app for the operations team with data tables, search, and user management, used to manage products and monitor transactions.
- Integrated both apps with the REST APIs, handling authentication, payment flows, and transaction data.
- Built and maintained the company's multi-page marketing website in Next.js.

EDUCATION

Usmanu Danfodiyo University – Sokoto, Nigeria *November 2019*

Bachelor of Science, Economics; Second Class Honours (Upper Division)

CORE SKILLS

Languages: TypeScript, JavaScript, HTML, CSS/SCSS
Frontend: React, Next.js, React Native (Expo), Astro, Redux Toolkit, RTK Query, TanStack Query, Zustand, Tailwind CSS, Motion, GSAP, Storybook
Backend: Node.js, Express.js, PostgreSQL, MongoDB, Drizzle ORM, REST APIs
Testing: Jest, Vitest, React Testing Library, Playwright
Infrastructure & Tools: Docker, GitHub Actions, AWS (EC2, Amplify), Vercel, Railway, Git
Design: Figma
Platforms: Shopify (custom apps, Admin/Storefront APIs), Webflow (CMS, custom integrations), Sanity