# SAABBIR HOSSAIN

**Senior Frontend Engineer | Shopify Expert | CRO Specialist | Optimizely Certified**

📞 +8801789243439   @ thesaabbir@gmail.com
🔗 https://saabbir.github.io   📍 Dhaka, Bangladesh

## SUMMARY

**8+ years frontend experience, with 3+ years in CRO and A/B testing, and 2+ years focused on Shopify theme development.** Adept at building pixel-perfect, scalable UIs with JavaScript, React, and structured CSS. CRO tools: Optimizely, VWO, Adobe Target.

## EXPERIENCE

### Senior Software Engineer
**EchoLogyx**

📅 04/2021 - Present    📍 Dhanmondi, Dhaka

- **Leading** the Shopify frontend team, **mentoring** developers, and conducting hiring interviews
- Led development of premium Shopify stores for high-growth brands (**Wax London**, Raab Vital) using **Liquid**, **JavaScript**, **SCSS**, and **Alpine.js**
- Delivered **200+ A/B test** experiments using **Optimizely,** AB Tasty, Adobe Target, VWO, and Convert
- Built internal dev tools and extensions using **Webpack**, **Node.js, and React**
- Conducted site audits to **boost performance** and Core Web Vitals
- Created dynamic shopping experiences through **advanced DOM manipulation**, Web APIs, and modern JavaScript (**ES6+**)
- Implemented analytics tagging, event tracking, and ecommerce reporting using **GA & GTM**
- Maintained a **PHP**-based integration to sync Shopify orders with **3PL** systems for **automated fulfillment workflows**

### Senior Frontend Engineer
**Inspectiv**

📅 01/2018 - 04/2021    📍 Los Angeles, CA

- Led frontend for appsec SaaS dashboard using **React.js**, **Vue.js**, and **Vuex/Redux**
- Developed **reusable component** libraries, **improving** frontend efficiency and maintainability
- Built fast-loading modern websites using **Gatsby**, **Eleventy**, and **Nuxt.js**
- Collaborated with backend Python/DevOps teams in **remote agile environment**
- Engineered a custom **WordPress theme** to unify brand presence across marketing pages and company blog
- Designed responsive **HTML email templates** that boosted engagement rates for marketing campaigns

### Frontend Developer (Freelance)
**Upwork & ThemeForest**

📅 2016 - 2018    📍 Dhaka, Bangladesh

- Delivered 50+ responsive sites (**Figma to HTML/WordPress**) and email templates with **pixel-perfect** precision
- Specialized in clean code, **Bootstrap**, and **jQuery**-based UI development
- Created custom **SCSS architecture** for large-scale projects to ensure **scalability and maintainability**
- Built a **utility-first CSS** system (pre-**Tailwind**) for rapid prototyping and design consistency
- Followed **clean code** principles, **modular design**, and **DRY** coding practices

## EDUCATION

### Bachelor of Science in Computer Science and Engineering
**Institute of Science, Trade and Technology**

📅 2014 - 2018    📍 Dhaka, Bangladesh

## KEY ACHIEVEMENTS

📄 **Optimizely Certified CRO Expert**
Earned **Optimizely Web Experimentation Certification** (2023), validating expertise in A/B testing and data-driven optimization.

👉 **Verify on Credly**

✔ **CRO Impact via A/B Testing**
Executed **200+ A/B tests** for e-commerce clients, delivering measurable uplifts:
- **14% increase** in average order value
- **11% higher** checkout conversion rate
- **22% improved** click-through rates on key pages

📈 **Shopify Speed Optimization Gains**
Conducted technical performance audits for multiple Shopify storefronts, leading to:
– **Up to 38% boost** in page speed
– **Lighthouse scores** increased from **60s to 90s+**
– **28% reduction** in bounce rate

## SKILLS

**E-commerce and CRO**

Shopify | WordPress | A/B Testing
Optimizely | Adobe Target | AB Tasty
Convert | VWO | Convert | Kameleoon

**Frontend**

JavaScript | React | Vue | Nuxt.js
HTML5/CSS3 | SCSS | Liquid

**Backend**

Node.js | Express.js | MongoDB
Firebase | GraphQL | PHP

## RECENT PROJECT

### Shopify Tab Chrome Extension

🔗 https://github.com/Saabbir/shopify-tab-extension
- Developed a **Chrome extension** that transforms the new tab page into a curated feed of the latest **Shopify tutorial videos** from user-selected YouTube channels
- Engineered a real-time **video aggregation system** displaying uploads in chronological order, ensuring **users never miss latest updates**