YOUSUF SALEEM AYUB

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SUMMARY

Frontend Tech Lead with 9+ years of experience building complex, data-driven web applications and leading high-performing engineering teams. Currently leading a team of 21 developers at Suadeo (Sonorbi DMCC) in Dubai, building the frontend of Suadeo's sovereign Data & AI platform — a unified self-service analytics suite used by the French Ministry of Interior, European Space Agency, Crédit Agricole, and 100+ organisations across Europe. Deep specialist expertise in JavaScript, jQuery, DevExpress, JointJS, ECharts, Gridstack, InteractJS, and SplitJS — the full library stack powering Suadeo's interactive dashboards, data modelling, reporting, and visualisation modules.

EXPERIENCE

Frontend Tech Lead · Suadeo · Sonorbi DMCC — 2023 – Present · Dubai, UAE

- Lead and mentor a team of 21 frontend developers building Suadeo's Self Data Services (SDS) platform — a sovereign Data & AI suite with 22 years of R&D, deployed at the French Ministry of Interior, European Space Agency, Crédit Agricole, and the 2023 Rugby World Cup, among 100+ enterprise and government clients.
- Own the frontend architecture across 13 platform modules (Dashboard, Reporting, Data Model, ETL, Data Catalog, Mapping, Queries, API Manager, and more), ensuring consistent component design, performance, and maintainability across the full SDS suite.
- Built interactive dashboard and data visualisation UIs using ECharts for real-time charts and DevExpress for enterprise-grade data grids and forms, enabling business users to self-serve complex analytics without IT dependency.
- Implemented drag-and-drop dashboard composition using Gridstack, graph and data model visualisation using JointJS, resizable multi-pane layouts using SplitJS, and advanced drag-resize-gesture interactions using InteractJS — delivering a fully interactive, low-code analytics experience.
- Delivered frontend work on high-profile government web applications for the French Police and French Ministry of Interior, meeting strict accessibility, security, and cross-browser standards for sovereign public-sector deployments.
- Defined engineering standards, conducted code reviews, and ran structured onboarding for new engineers, keeping a team of 21 developers aligned and productive across multiple concurrent platform modules.
- Led sprint planning and release scoping with product and design stakeholders, consistently delivering releases on schedule across a complex, multi-module platform.

Software Developer · BimmerTech — 2020 – 2023 · Dubai, UAE

- Built and maintained responsive web applications using HTML5, CSS3, JavaScript, jQuery, Bootstrap, and Vue.js (Vuex, Vue Router, Nuxt.js) for an automotive technology platform serving BMW enthusiasts globally.
- Developed modular, reusable component libraries using the Vue.js ecosystem, reducing development time for new features across multiple internal products.
- Integrated third-party APIs including PayPal payment gateways and ticketing systems, enabling end-to-end transactional flows for thousands of users.
- Optimised frontend performance via code minification, lazy loading, and image compression, improving page load speed and user engagement metrics.
- Developed 100+ custom responsive HTML email templates for email marketing campaigns, directly supporting revenue-generating channels.

Software Engineer · Mint Middle East 2018 – 2020 · Dubai, UAE

- Delivered end-to-end web and mobile browser customisations across multiple client projects, from requirements analysis through deployment.
- Built Order Management System (OMS) applications using Vue.js and a restaurant web POS using AngularJS, handling real-time operational flows.
- Upgraded legacy PHP and frontend codebases, improving user experience and increasing conversion rates on key client landing pages.
- Managed integration of communication platforms including chatbots, SMS, and email services across client deployments.

UI Developer · V2Soft 2017 – 2018 · Mysore, India

- Introduced a repository pattern for UI component reuse across the technical team, improving developer productivity and code consistency.
- Delivered frontend work for Australia's leading kids-activities marketplace and Dubai RTA email templates; conducted code reviews and mentored team members.

UI Developer · Evento Solutions LLC 2017 · Dubai, UAE

- Developed responsive HTML/CSS templates and contributed to frontend design of a hybrid mobile application; managed email campaigns via Mailchimp and Email on Acid.

Web Developer · Digists 2016 – 2017 · Mysore, India

- Designed and developed static, dynamic, and e-commerce websites using HTML, CSS, Bootstrap, PHP, jQuery, JavaScript, and MySQL, including full server-side logic and third-party API integrations.

LANGUAGES & TECHNOLOGIES

Languages: JavaScript (ES6+), PHP, HTML5, CSS3 / SCSS

Frameworks & Libraries: Vue.js, Nuxt.js, Vuex, Vue Router, jQuery, AngularJS, Bootstrap, Ajax

Specialist UI Libraries: DevExpress, JointJS, ECharts, Gridstack, InteractJS, SplitJS

Tools & Platforms: Git, Figma, Mailchimp, Email on Acid, MySQL, CodeIgniter, WordPress

Practices: Component architecture, self-service BI UI, performance optimisation, responsive design, cross-browser compatibility, REST API integration, sprint planning

EDUCATION

Bachelor of Computer Applications · St. Philomena's College, Mysore, India 2013 – 2016