

VISHNU VINAYAN

[in LinkedIn](#) | [055-475-6468](tel:055-475-6468) | vishnuvinayan.com | therealvishnuvinayan@gmail.com | [GitHub](#)

About

Senior Software Engineer with 10+ years of experience (7+ years in the UAE), specializing in React, Next.js, Node.js, and JavaScript. Experienced in building scalable, high-performance web and backend systems. Passionate about AI, Python, and intelligent web applications, with a continuous drive for learning and innovation.

Skills

- JavaScript · TypeScript · Python · Node.js · Express.js · React · Next.js · Redux · TailwindCSS · HTML5 · CSS3 · REST APIs
- MongoDB · PostgreSQL · MySQL · AWS · Azure · GCP · CI/CD · Docker · Git · Firebase · Shopify · WordPress · Vercel
- Microservices · Scalable Architecture · API Design · Full-Stack Development · AI/LLM Integrations · Testing (Jest, Cypress) · SEO · Cloud

Experience

Senior Frontend Developer

Incenti

Dubai, UAE 05/2024 - Present

- Built and launched **Tamana**, a Binance Mini App and Admin Dashboard developed entirely from scratch using React.js, Tailwind, and Binance SDK — generating **over \$1 million in digital gift card sales** within months.
- Developed and deployed **two production dashboards** (Admin & Client) that automated catalog management, reconciliation, and sales, tracking boosting operational efficiency, by **40%**.
- Collaborated with .NET and AWS backend teams to integrate secure REST APIs and ensure seamless ecosystem performance across B2B and B2C platforms.

Senior Full-Stack Developer

Apparel Group

Dubai, UAE 10/2022 - 04/2024

- Led the **critical rebrand and transition from Nessa to Nysaa**, completing a **full-stack** rebuild on time and reviving a collapsing platform into a successful GCC beauty brand in partnership with Nykaa.
- Oversaw UI refactoring and architectural rebuild using **Next.js, Node.js, and AWS**, improving platform performance by **45%**.
- Guided a multi-disciplinary team through tight sprints and stakeholder reviews, ensuring smooth launch under aggressive deadlines.

Senior Frontend Developer

Transguard Group

Dubai, UAE 03/2022 - 09/2022

- Delivered a **premium e-commerce frontend for Longines (France)** within six months, meeting all performance and accessibility benchmarks.
- Built pixel-perfect React.js interfaces aligned with high-end design standards and Magento 2 integration.**
- Ensured timely project delivery for an international luxury brand, strengthening Reflet's reputation for reliability and precision.

Full-Stack Developer

BFL Group

Dubai, UAE 08/2019 - 03/2022

- Designed and launched a **React Native logistics app** that streamlined delivery operations, cutting overhead and delays by **25%**
- Led company-wide **SEO and digital marketing automation**, increasing organic traffic and online sales conversions by **35%**.
- Transitioned from frontend to full-stack development, driving backend feature development in [Node.js](#) and MongoDB and mentored junior engineers.

Web Developer

Jpd Agency

Dubai, UAE 07/2018 - 08/2019

- Developed and launched responsive **WordPress websites** aligned with brand identity and SEO best practices for regional clients.

Education

Bachelor of Engineering

Anna University

Chennai, India 08/2009 - 03/2013

- Major in Electronics and Communication Engineering

Projects

- NYSAA**: Built a full-stack e-commerce platform using React.js, Node.js, MongoDB, and Tailwind CSS, integrated with Shopify. **(04/2024)**
- BFL**: Developed the official BrandsForLess e-commerce platform using React.js, Node.js, and React Native for web and mobile. **(03/2022)**

Certifications

- Machine Learning Specialization — Andrew Ng (Stanford / DeepLearning.AI) · Generative AI for Everyone · AI for Everyone — DeepLearning.AI · AI Agents Fundamentals — Hugging Face · Python Programming — Mosh Hamedani · MongoDB — MongoDB University · Advanced React & GraphQL Masterclass — Wes Bos · MERN Stack E-Commerce (React/Node) — Udemy · Full-Stack Web Development — DCT Academy