

# Waleed Kamal

Senior Frontend Engineer

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## Summary

Senior Frontend Engineer with 6+ years of experience in building scalable web applications (B2B/B2C). Expert in Next.js & TypeScript, with a proven track record of optimizing performance (Core Web Vitals 90+) and leading architectural migrations. Passionate about delivering high-performance user experiences and driving business growth through clean, maintainable code.

## Work Experience

**MacQueen** | Senior Frontend Engineer

Riyadh, Saudi Arabia | June 2024 - Present

- **Architectural Leadership:** Owned the frontend architecture for a large-scale corporate travel booking platform (B2B/B2C) across MENA, driving scalability and modular code quality using Next.js (App Router) and TypeScript.
- **Performance Optimization:** Improved Core Web Vitals (LCP, CLS, FID) from <60 to 90+, and reduced page load times by 35% through systematic caching strategies and SSR best practices.
- **Product Impact:** Delivered 23+ end-to-end features, including a **Complex Policy Compliance Engine** for automated HR workflows and a **Real-Time Analytics Dashboard** for budget utilization.
- **Conversion Growth:** Engineered a high-performance search engine with dynamic pricing and a **Personalized Recommendation System**, significantly increasing user conversion rates.
- **Localization:** Implemented a complex Multi-Currency & Localization system (i18n) to support seamless switching between Arabic/English and various MENA currencies.

**Wieebo** | Senior Frontend Engineer (Contract)

Cairo, Egypt | Oct 2022 - Apr 2023

- **Product Development:** Led the frontend development of a no-code e-commerce page builder, enabling GCC merchants to design storefronts without technical knowledge.
- **Core Feature Engineering:** Built a high-performance Drag-and-Drop Editor and a library of reusable content blocks using React and advanced state management.

**Dexi** | Frontend Engineer (Project-based)

Cairo, Egypt | Aug 2022 - Oct 2022

- **System Automation:** Contributed to an all-in-one dental practice management system, automating logistics and reducing operational errors by 30%.
- **Role-Based Workflows:** Implemented secure, specific interfaces for doctors and administrative staff to ensure data integrity and effective task delegation.

**Diamond Art DK** | Frontend Developer (Remote)

Copenhagen, Denmark | Jul 2020 - Jul 2022

- **Enterprise Architecture:** Designed and developed scalable internal enterprise systems for B2B/B2C operations, streamlining sales, inventory management, and multichannel order processing across Scandinavian markets.
- **Scalable POS Systems:** Engineered advanced Point-of-Sale (POS) platforms and distributor network modules, connecting 38+ merchants and retailers across multiple countries, significantly improving real-time data visibility.

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## Skills

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**Core:** JavaScript (ES6+), TypeScript, React, Next.js (App Router/RSC).

**State & Data:** TanStack Query (React Query), Redux Toolkit, Context API, Axios.

**Styling & UI:** Tailwind CSS, Radix UI (Headless components), Framer Motion, Responsive Design.

**Testing & Tools:** Jest, Vitest, Git, Figma (Dev Mode), Cypress, CI/CD basics.

**Architecture:** Micro-frontends, Component-Driven Development, Performance Optimization.

**Soft Skills:** Problem Solving , Collaboration & Teamwork , Adaptability , Communication , Attention to Detail , Time Management , Ownership, Leadership

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## Education

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Bachelor's Degree, Computer Science - University of the People

Sep 2021 - Jul 2024

Bachelor's Degree - University of Luxor

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## Languages

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Arabic | English

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## Certifications / Learning

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- **Oxford Placement Test English (C1)**
- **Agile Product Lifecycle Management 9 Certified Implementation Specialist**