

Faisal Shaikh

Senior Frontend Engineer

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Senior Frontend Engineer with 9+ years of experience designing, developing, and maintaining scalable web and mobile applications using React.js, React Native, TypeScript, and modern JavaScript technologies. Experienced in delivering enterprise-grade SaaS and IoT platforms, collaborating with product managers, backend engineers, hardware teams, and stakeholders to build end-to-end solutions from concept to deployment. Strong expertise in BLE, NFC, USB communication, MQTT, geofencing, real-time monitoring, and application performance optimization.

TECHNICAL SKILLS

React.js	React Native	TypeScript	JavaScript	Redux
Node.js	REST API	BLE	NFC	USB Communication
MQTT	PHP	MySQL	WordPress	Redis

EXPERIENCE

Senior Software Engineer

2021 Oct – Present

Innvoura Technologies · Navi Mumbai, India (Remote) (2021 Oct – 2024 Nov)

Xorio Solutions · Hyderabad, India (Remote) (2024 Dec – Present)

- Worked for Traceplus Technologies as client on two primary products: **Traceplus** and **SafeAir**.
- Traceplus – A SaaS-based workforce management platform focused on employee tracking, productivity monitoring, attendance automation, and location intelligence.
- SafeAir – An IoT-based environmental monitoring platform providing Air Quality, Occupancy, Health Monitoring, and Footfall Analytics through connected devices.
- Developed and delivered 10+ production-grade web and mobile applications across workforce management and environmental monitoring ecosystems.

Projects

- Traceplus Web Application** (<https://webapp.traceplus.ai/>)
Developed a workforce management dashboard enabling administrators and HR teams to monitor employee productivity, attendance, performance metrics, and real-time location tracking. Integrated SmplrSpace for indoor 3D location visualization and Google Maps for outdoor workforce tracking.
- TraceAdmin** (<https://admin.traceplus.ai/>)
Developed an admin dashboard to configure the web application, manage site locations, draw boundaries, monitor devices, import users and shifts, and manage roles and permissions.
- Onboard App** (<https://onboard.traceplus.ai/>)
The Onboard App is the first phase of the onboarding workflow, where user tag serial numbers are scanned for check-in and check-out.
- Traceplus Connect** (<https://play.google.com/store/apps/details?id=com.tracedevice>)
Developed a BLE diagnostic tool for validating Traceplus devices, enabling device verification, health checks, and troubleshooting through MAC ID-based scanning and real-time data monitoring.
- Traceplus Onetap** (<https://play.google.com/store/apps/details?id=com.tracepluseonetap>)
Developed an Android application for automated attendance management using geolocation and geofencing. Implemented background location tracking, MQTT-based communication, and automated clock-in/clock-out workflows. For iOS, leveraged native geofencing capabilities to ensure accurate attendance events while complying with platform restrictions.
- SafeAir Web Application** (<https://webapp.safeair.ai/>) (React.js)
Developed web-based monitoring and device management applications for multiple SafeAir device types,

supporting real-time sensor visualization, reporting, comparative analytics, device configuration via USB, BLE, and NFC, and BLE-based OTA firmware updates.

- **SafeAir AQM** (<https://play.google.com/store/apps/details?id=com.safeair.app>)
Developed a React Native application for SafeAir devices, providing real-time monitoring, OTA firmware updates, and Wi-Fi configuration for stationary and ad hoc modes.
- **AQM Connect** (<https://play.google.com/store/apps/details?id=com.aqmconnect.app>)
Developed a device configuration and diagnostics tool for SafeAir devices, enabling sensor data reading and parameter configuration through NFC, USB, and BLE across multiple device types

Full Stack Developer (Freelance)

2022 – 2023

*PlayFundWinV2 · Remote (Freelance engagement, offered via **Marqetrix Web Solution**)*

- Engaged as a freelance full-stack developer on PlayFundWin, a high-volume online fundraising/draw platform, building backend services with Node.js and Express.js on a MySQL database, alongside a React.js frontend.
- Built the draw listing system, covering draw lifecycle management and automated draw-ending logic.
- Designed and implemented dynamic winner selection logic for automated, rule-based draw outcomes.
- Built a taxonomy system for categorizing and organizing draws across the platform.
- Developed a bulk import pipeline to process and import millions of draw records, including draft draws, hosts, taxonomies, existing WordPress users, orders, and subscriptions.

Web Developer

2017 Jun – 2021 Oct

Marqetrix Web Solution · Mumbai, India

- Started as a WordPress frontend developer, building websites from scratch.
- Converted PSD/XD designs into responsive WordPress websites.
- Developed custom WordPress functionality using PHP, HTML, CSS, and JavaScript.
- Worked with ACF, custom post types, taxonomies, templates, and dynamic content.
- Delivered 100+ websites across eCommerce, LMS, fundraising, corporate, and directory platforms.
- Handled WordPress optimization, troubleshooting, and production maintenance.
- Managed projects and international clients across the US and UK.

SELECTED WORDPRESS / WOOCOMMERCE PROJECTS

PlayFundWinV1 — Fundraising & Prize-Draw Platform | <https://playfundwin.com/>

- Worked on the platform for approximately one year across frontend and backend, implementing extensive custom WordPress and WooCommerce functionality.
- Built user and host dashboards and customized lottery/draw functionality.
- Implemented random ticket number assignment, random winner selection, recurring/subscription-based draws, and subscription purchase workflows.
- Built frontend draw creation and import/management workflows, reporting, past-draw and winner information, and filtered listings for active, inactive, upcoming, and completed draws.
- Implemented automatic relisting of recurring draws after completion and automated subscription handling when recurring draws ended.
- Customized WooCommerce orders using order metadata for storing and displaying ticket numbers.
- Developed dynamic email templates for host registration, order/ticket information, and winner notifications, including automatic winner emails when draws ended.

Eyebrow Queen Pro — WooCommerce eCommerce | <https://eyebrowqueenpro.com/>

- Built the WooCommerce eCommerce website from scratch.
- Worked on the WooCommerce frontend, product and variation functionality, campaign requirements, checkout and order flows, and performance optimization.

- The store handled significant campaign traffic and regularly generated approximately £10,000–£20,000+ in orders during campaigns.

Honeypot Furniture — Large WooCommerce Product / Variation Project | <https://honeypotfurniture.co.uk/>

- Worked with a large WooCommerce catalog containing more than 30,000 product variations.
- Handled large-scale variation imports and custom variation metadata.
- Implemented frontend behavior based on variation availability and status, dynamically showing or hiding product information based on the selected variation.
- Developed custom filters and product-selection functionality and worked on performance optimization for large product/variation datasets.

Additional WordPress Project

Job Portal	https://textbookteachers.co.uk/
Directory Listing	http://www.integrity-fl.com
Portfolio	https://deanlynn.com/
Ecommerce	https://www.bolinwebb.com/

WORDPRESS TECHNICAL EXPERTISE

- WordPress core: WP_Query, wpdb, custom post types, custom taxonomies, ACF, custom fields, post/user/term meta, actions, filters, shortcodes, AJAX, REST APIs, cron/scheduled tasks, user roles and capabilities.
- WooCommerce: hooks, order/product APIs, order metadata, products, variations, subscriptions, checkout/order flows, and custom business logic.
- Theme development: custom templates/components, responsive implementation, PSD/XD conversion, and keeping business logic in appropriate custom functionality.
- Legacy WordPress: Comfortable working with existing themes, plugins, hooks, theme overrides, database structures, and WooCommerce customizations.
- Performance: WordPress speed optimization, large product/variation datasets, frontend optimization, troubleshooting, and production maintenance.

CORE TECHNICAL EXPERTISE

- WordPress & WooCommerce: Advanced WordPress development, WooCommerce, PHP, MySQL, ACF, custom themes, custom plugins, performance optimization.
- WordPress Editors & Builders: Elementor, WPBakery, Oxygen Builder, Divi Builder, Visual Composer, Gutenberg Block Editor.
- Frontend: React.js, React Native, JavaScript, TypeScript, Redux, HTML5, CSS3.
- Backend & APIs: PHP, Node.js, Express.js, REST APIs, MySQL.
- Overall Expertise: Strong expertise in WordPress development with professional experience in React.js, React Native, Node.js, PHP, and MySQL.

— E D U C A T I O N —

Bsc, Information Technology

Mumbai University

2017

Higher Secondary Certificate

Maharashtra State Board

2014

Secondary School Certificate, Information Technology

Maharashtra State Board

2012