

ASHLY MARGARET

Front-End Developer

Abu Dhabi, UAE | +971 54 246 3204 | ashlymargaret030@gmail.com
Portfolio: ashly-margaret-portfolio.vercel.app | LinkedIn: linkedin.com/in/ashly-margaret
GitHub: github.com/ashly-margaret

PROFESSIONAL SUMMARY

Front-End Developer with 3+ years of experience building secure, scalable, and responsive web applications using React.js and Next.js. Experienced in enterprise dashboards, identity verification systems, and API-driven platforms for government and corporate environments. Strong expertise in frontend architecture, state management, authentication systems, responsive UI engineering, and SEO optimization.

PROFESSIONAL EXPERIENCE

Front-End Developer 2024 – Present

Emirates Face Recognition LLC, Abu Dhabi, UAE

- Engineered highly responsive, secure admin dashboards and identity verification portals using React.js and Next.js for government and enterprise clients.
- Built complex, interactive UI architectures for real-time facial recognition, biometric monitoring, and KYC transaction systems.
- Implemented robust global state management using Redux Toolkit and Zustand to ensure highly scalable and performant data handling across large applications.
- Collaborated closely with backend engineering teams to seamlessly integrate REST APIs, ensuring secure data streams and optimized network payloads.
- Spearheaded UI performance optimizations and enforced strict cross-device compatibility standards across all deliverables.

SEO Specialist 2022 – 2024

YSEO

- Executed comprehensive SEO strategies that significantly improved organic traffic, search engine rankings, and user retention.
- Conducted exhaustive keyword research and optimized structural website content for peak index performance.
- Analyzed complex web traffic data and implemented iterative UI/UX improvements based on actionable analytics insights.

SELECTED PROJECTS

Face Match Dashboard Ministry of Interior (MOI)

React, TypeScript, Redux Saga, Material UI

- Developed a secure identity intelligence dashboard for Ministry of Interior (MOI) officials.
- Enables high-speed reverse lookups and person searches using EID, UID, Passport, and biometric images.
- Integrated with core government services to aggregate and visualize individual profiles, including immigration status and travel history, with role-based access.

API Billing Service Dashboard Enterprise Scale

Next.js, TypeScript, Tailwind CSS, Recharts

- Developed an enterprise-grade billing operations dashboard to manage complex finance workflows, invoice lifecycles, and transaction summaries.
- Built a modular, component-driven architecture with role-aware authentication, advanced data tables, and downloadable finance reports.
- Enhanced reporting and analytics using interactive charts and visual insights to support business decisions.

TECHNICAL SKILLS

Frontend Frameworks

React.js, Next.js (App Router), JavaScript (ES6+), TypeScript

State Management

Redux Toolkit, Redux Saga, Zustand, React Context

Styling & UI

Tailwind CSS, Sass (SCSS), Bootstrap, Material UI, Ant Design, HTML5, CSS3, Framer Motion, TanStack Table, React Toastify, Lucide

Architecture & Integration

JWT Authentication, REST API Proxy Routes

Tools & Workflows

Git, GitHub, VS Code, Docker, Vite

Core Competencies

Responsive Design, Cross-Browser Compatibility, SEO Optimization

EDUCATION

Master of Computer Applications (MCA)

Mahatma Gandhi University

First Class

2014 – 2017