

Muhammad Awais

Senior Frontend Engineer | Full-Stack & Cloud Systems

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Portfolio: <https://awaisbuilds.com> | [GitHub](#) | [LinkedIn](#)

Professional Summary

Senior Frontend Engineer with 10+ years of experience building scalable web platforms and distributed cloud systems. Expert in React, Vue.js, and TypeScript with strong experience designing frontend architectures and integrating with Node.js microservices. Currently contributing to a large-scale lead processing platform on Google Cloud handling thousands of daily leads across 10+ international markets. Experienced with microservices, BFF architectures, event-driven systems, and integrations with platforms such as Zendesk, Meta Lead Ads, Google Ads, and Brevo. Comfortable working across frontend, backend, and cloud infrastructure in complex product environments.

Core Skills

Frontend Engineering: React, Vue.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind, SASS

Backend Development: Node.js, Express, REST APIs, microservices, BFF architecture

Cloud & Infrastructure: Google Cloud Platform (Cloud Run, Pub/Sub, Cloud Tasks, BigQuery, Cloud Storage)

Data & Messaging: MongoDB, PostgreSQL, MySQL, event-driven systems

DevOps & Tooling: Docker, CI/CD (Cloud Build, GitHub Actions), Rush monorepo, Biome

Integrations: Zendesk, Brevo, Meta Lead Ads, Google Ads API, Contentful, Calendly

Observability: Pino logging, Sentry monitoring, GCP logging

Professional Experience

Senior Frontend Engineer | Full-Stack & Cloud Systems

Sonova Marketing — Berlin, Germany

March 2022 – Present

- Contribute to a Rush-based monorepo microservices platform (~30 services) built with Node.js, TypeScript, Express, and TSOA, deployed on Google Cloud Run.
- Develop and maintain backend services for a multi-country lead management platform operating across 10+ markets and processing thousands of leads daily.
- Work on core services including apps-integrator, leads-parser, lead-generation-server (BFF), and customer-service-middleware.
- Implement integrations with external platforms including Zendesk CRM, Brevo messaging platform, Meta Lead Ads, and Google Ads APIs.
- Design and maintain API endpoints and backend integrations used by frontend lead-generation applications.

- Implement asynchronous processing pipelines using GCP Cloud Tasks and Pub/Sub to decouple lead ingestion from downstream processing.
- Improve reliability of distributed services through retry logic, caching strategies, and structured error handling.
- Contribute to BFF architecture powering CMS-driven lead-generation forms using Contentful with caching and secure API proxying.
- Deploy containerized services using Docker, Cloud Build, and GitHub Actions within automated CI/CD pipelines.
- Monitor and debug production systems using Pino structured logging, Sentry error monitoring, and GCP logging tools.

Frontend Developer

Kreativrudel — Bonn, Germany

November 2020 – February 2022

- Developed modern React applications focusing on reusable UI components and scalable architecture.
- Collaborated closely with designers and backend engineers to deliver production-ready product features.
- Improved frontend performance and cross-browser compatibility across multiple client projects.
- Introduced automated testing practices to improve reliability and long-term maintainability.

Frontend Developer

Lyftyfy GmbH — Hamburg, Germany

February 2018 – October 2020

- Built user-facing features using React in a growing SaaS product environment.
- Created reusable UI components and shared libraries to accelerate development across teams.
- Translated product designs into accessible, high-quality frontend implementations.
- Optimized performance and responsiveness across devices and browsers.

Web Developer

Gosign Media GmbH — Hamburg, Germany

May 2014 – January 2018

- Developed responsive websites using HTML, CSS, and JavaScript for multiple client projects.
- Worked with CMS platforms including WordPress and TYPO3.
- Improved website SEO, accessibility, and performance.
- Collaborated closely with designers to deliver pixel-accurate interfaces.

Education

Bachelor of Science in Computer Science

University of the Punjab — Pakistan

2012 – 2016

Languages

English — Professional working proficiency (C1)

German — Basic (A1)

Urdu / Punjabi — Native