

# Shahrukh Hughes

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## Profile

Frontend Engineer with over 4 years of commercial experience delivering scalable web applications across eCommerce, AI, and customer-facing platforms. Strong experience in React, Next.js, and TypeScript, with a focus on building performant, maintainable, and responsive user interfaces. Proven ability to take ownership of frontend architecture and deliver end-to-end features across both agency and product environments.

## Technical Skills

**Frontend:** React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3  
**Frameworks & Tools:** Redux, Context API, React Hook Form, Salesforce Commerce Cloud (SFCC), Handlebars  
**Testing:** Jest, React Testing Library  
**Other:** REST APIs, Git, Agile/Scrum, CI/CD  
**Focus Areas:** Performance optimisation, component architecture, responsive design, accessibility

## Professional Experience

### Frontend Engineer – VML

2022 – Present

Worked across multiple client projects, delivering production-grade frontend applications in agile environments.

### Satalia (part of VML) – PersonAI Platform

*Frontend Engineer (Sole FE)*

- Sole frontend engineer responsible for building and maintaining an AI-driven audience and persona platform using React
- Designed and implemented global state management using Redux to support complex workflows and long-running processes across the application
- Developed interactive features enabling users to create AI personas and engage through 1-to-1 chats and simulated focus groups
- Implemented polling and persisted state flows to support resilient user experiences across navigation and page refreshes
- Introduced reusable component patterns and unit testing to improve maintainability and code quality
- Collaborated closely with backend, QA, and product teams to deliver production-ready features end-to-end

### Marston's – Table Ordering Platform

*Frontend Engineer*

- Contributed to a mobile-first order-and-pay platform built with Next.js and TypeScript, used in live customer environments

- Delivered responsive customer-facing features across menu browsing, product customisation, basket flows, and checkout journeys
- Built complex form handling and validation flows for transactional user experiences
- Contributed to reusable component architecture and maintainable frontend patterns within a shared codebase
- Collaborated closely with a senior engineer to deliver scalable and production-ready solutions

### **Halfords – eCommerce Checkout (SFCC)**

*Frontend Engineer*

- Delivered enhancements to a high-traffic eCommerce checkout platform using Salesforce Commerce Cloud and Handlebars
- Implemented UI and functional improvements across critical transactional customer journeys
- Collaborated within a cross-functional agile team to support reliable and maintainable frontend delivery

### **Ford Motor Company – AWS Platform**

*Frontend Engineer*

- Contributed to frontend development within an enterprise AWS-based platform
- Delivered responsive UI updates within an established design system

## **Projects**

### **Frontend Case Studies – shahrukhhughes.com**

Production-focused frontend case studies covering AI-driven products and customer-facing transactional applications.

Focus areas include:

- frontend architecture
- complex workflows
- state management
- performance considerations
- scalable component design

Portfolio built using Next.js and TypeScript.

## **Education**

**General Assembly** – Software Engineering Immersive

**University of Salford** – BSc Business & Management (2:1)