

ABDULSAMII AJALA

SENIOR FULL-STACK PRODUCT ENGINEER

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GROWTH · BILLING · EXPERIMENTATION

PROFESSIONAL SUMMARY

Senior Full-Stack Engineer with 10+ years of experience, specialized in growth engineering — onboarding funnels, A/B experimentation, analytics instrumentation, and billing and payment flows. Delivered a 125% signup-conversion lift at Parsley Health and shipped growth experiments on Meta's New Product Experimentation team across globally distributed teams. Builds and owns features end-to-end with React/Next.js, Node.js, and React Native across healthcare, fintech, and SaaS, consistently driving measurable gains in acquisition, retention, and revenue.

KEY ACHIEVEMENTS

- Drove a **125% increase in signup conversion** at Parsley Health through iterative UX and performance optimization.
- Prototyped and validated new product concepts on **Meta's NPE team** via controlled A/B experiments.
- Led Heroshe's frontend rebuild, lifting retention and shipment conversion **~45%** — 200+ shipments / 3,000 lbs monthly.
- Built full-stack fintech SaaS (Koprative) managing loans, savings, and ledgers for cooperative institutions.
- Shipped the Uplift mentorship platform — web, mobile, real-time messaging, and analytics.
- Trained and mentored hundreds of developers through ALC, CodeVillage, and community programs.

CORE TECHNOLOGIES

FRONTEND	React, Next.js, TypeScript, TailwindCSS, Vue/Nuxt, Redux	GROWTH	A/B testing, event tracking, funnel optimization, experimentation
BACKEND	Node.js, Express, REST, GraphQL, microservices, serverless	BILLING	Stripe, Paystack, PayPal, subscriptions, checkout flows
MOBILE	React Native, Flutter	DATABASES	PostgreSQL, MongoDB, Redis, MySQL, Firebase/Firestore
CLOUD	AWS, GCP/Firebase, Docker, Nginx, CI/CD, DigitalOcean	TESTING	Jest, Selenium, TDD

EXPERIENCE

FULL-STACK ENGINEER — INNERACT PROJECT

2024 - Present

- Own end-to-end product features across the Uplift web platform (Next.js/React, Node.js), improving activation through redesigned onboarding and communication flows.
- Built a comprehensive analytics tool (Firebase, Node.js) powering engagement and retention measurement for product and growth teams.
- Developed a React Native mentor-mentee app with real-time messaging and scheduling; submitted to App Store and Play Store.
- Implemented SEO best practices improving organic visibility; resolved critical production bugs across key user journeys.

AI TRAINER, FULL-STACK — MERCOR INTELLIGENCE

Mar - May 2025

- Created and reviewed code-based prompts, solutions, and reasoning chains to improve language-model accuracy in software-development contexts.
- Assessed and annotated UX flows to strengthen model understanding of frontend design logic and developer ergonomics.

SENIOR FULL-STACK ENGINEER, NPE TEAM — META

Sep 2022 – Mar 2023

- Rapidly prototyped and shipped community-focused product experiences with a team distributed across 5 countries.
- Validated growth hypotheses through controlled A/B experiments and iterative testing on Meta's experimentation infrastructure.
- Applied user-behavior analytics to iterate on engagement and retention; partnered with design and PM to refine UX.

SENIOR FRONTEND ENGINEER — PARSLEY HEALTH

2021 – 2022

- Led redesign of the marketing site and signup funnel; achieved a **125% increase in signup conversion** through iterative UX and performance work.
- Implemented controlled rollouts (10% of users before full launch); improved load speed, accessibility, and responsiveness, partnering with growth and marketing teams.

REACT NATIVE & NODE.JS DEVELOPER — STARTRHUB

2021 – 2022

- Built full-stack ticketing and events platforms (Pass Tickets) and a Saudi Arabia tourism app (Hayak) serving real users on mobile and web.
- Implemented checkout, payment, and transactional flows supporting monetization; designed scalable backend APIs for purchases, accounts, and events.

FULL-STACK DEVELOPER — ARC.DEV (CODEMENTOR)

2019 – Present

- Delivered web and mobile applications for clients across industries; owned features from architecture through deployment.
- Worked directly with stakeholders to refine requirements and ship iteratively; mentored client developers on technical and business logic.

TECHNICAL SCREENER — ANDELA

2019 – Present

- Evaluate senior full-stack and mobile candidates for permanent and contract roles, assessing React, React Native, Node.js, and system-design proficiency.

EARLIER ROLES

Technical Team Lead — Fluidangle (Sacramento / Remote) · led 8 engineers; owned CI/CD and environments

2018 – 2019

Lead Learning Facilitator — CodeVillage (Ilorin) · designed full-stack & algorithms curriculum

2019 – 2020

Software Engineer — Swipemax (Lagos) · dashboard APIs for financial transactions serving major banks

2017 – 2018

Software Engineer — Codesquad (Ilorin) · agile TDD client work; managed 15 engineers

2017

Frontend Engineer — Packer Labs (USA) · DrinkTime dashboard on Firebase/GCP

2016 – 2017

Frontend Engineer — Polesmusic (Nigeria) · **Frontend Engineer — Cinsol** (Nigeria)

2014 – 2016

SELECTED PROJECTS

Heroshe (Texas, US) — led 3 frontend developers rebuilding the e-commerce frontend from WordPress to Nuxt/Vue with TDD; drove ~45% lift in retention and shipment conversion.

Koprative (Lagos) — full-stack SaaS for cooperative societies: loans, savings plans, credibility rankings, ledgers. Nuxt, Node, MongoDB, Monnify, AWS.

Uplift Mobile — React Native mentorship app with real-time messaging, profiles, and scheduling on Firebase.

PUBLICATIONS & COMMUNITY

DEV.to — "Setup a Node/ExpressJS API Project in less than 10 mins" (2020)

Codementor — Setting up VSCode for Development (2018)

Mentor & Volunteer — Andela Learning Community (2019 – 2020)

EDUCATION & CERTIFICATIONS

freeCodeCamp — Responsive Web Design; JavaScript Algorithms & Data Structures (2019 – 2020)

HackerRank — REST API · JavaScript · React (2020)

Codementor — NodeJS Authentication Methods, Parts 1 & 2 (2017)

YouTube — React Native Ride-Sharing (Uber Clone) tutorial series

Lead Facilitator — SEEC Web Division, Ilorin (2016)