

Rasel Hasan

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PROFESSIONAL EXPERIENCE

Optimizely

May 2026 – Present

Demo Engineer II

Dhaka, Bangladesh

- Engineer high-impact, customer-facing product demonstrations for Optimizely One, the AI-powered digital experience platform for marketing used by **10,000+** brands including Nike, PayPal, and Zoom.
- Develop and maintain demo environments with React, Next.js, Astro and Svelte, translating real-world customer use cases into interactive, technically accurate experiences across CMS and Web Experimentation.
- Configure realistic data setups and AI-enabled agentic marketing workflows (personalization, experimentation, generative AI) with Opal to demonstrate measurable business outcomes in live and recorded demos.
- Partner with Product, Engineering, and go-to-market (GTM) teams across global locations to keep demos aligned with the product roadmap and sales strategy.
- **Tech-stacks:** React, Next.js, Astro, Svelte, TypeScript, GraphQL, Opal, CMS, CMP & Web Experimentation

Vivasoft Limited

Jan. 2025 – Feb. 2026

Software Engineer L-II

Dhaka, Bangladesh

- **Novara (Front-end)** – Engineered an AI-powered job recruitment platform.
- Implemented resume builder with real-time preview, optimized PDF generation, validation/download workflows.
- Integrated AI-driven resume evaluation with automated issue detection, scoring logic, section-wise feedback.
- Built a scalable, schema-based form architecture using reusable components, improved data handling, and seamless create/edit modes.
- Developed responsive job discovery and filtering interfaces supporting dynamic search parameters, multi-criteria filters, and optimized result rendering.
- Enhanced platform UX by upgrading job detail, interview, and report views with AI match insights, improved state management, skeleton loaders, and unified UI patterns.
- **Tech-stacks:** TypeScript, React, React-PDF, Redux-toolkit, Tailwind CSS, REST APIs
- **Xsolla World Map (Front-end)** – Built dynamic **PDF** generation module.
- Transformed real-time, country-specific gaming data into downloadable reports.
- Implemented modular multi-page layouts with reusable components.
- Integrated live API-driven data into exportable reports.
- Developed custom visualizations: doughnut charts, progress bars, and distribution graphs with fallbacks.
- Implemented rich content rendering with HTML tags, Unicode font support, and country-specific assets (maps, flags).
- Optimized rendering using caching, reusable hooks, and web-workers; aligned design system with Figma specs.
- **Tech-stacks:** TypeScript, React, React-PDF, Web Workers, CSS
- **Xsolla Customization Demo (Front-end)** – Delivered seamless cross-device user experience.
- Refactored Stepper workflow to improve mobile navigation, button layout, and image rendering.
- Developed Hero Section carousel/slider with auto-scroll, product cards, and marquee animations.
- Revamped Header & Footer components with API integration, accessibility improvements, and theme-based responsive design.
- Built reusable UI components (Carousel, Select, Theme Switcher) to improve scalability and maintainability.
- **Tech-stacks:** TypeScript, React, Shadcn, TailwindCSS

Vivasoft Limited

Jul. 2023 – Dec. 2024

Software Engineer L-I

Dhaka, Bangladesh

- **Pi-HR (Front-end)** – Built HRM SaaS used by **500+** companies in micro front-end architecture.
- Designed searchable/sortable tables and complex forms with validations, integrated REST APIs.
- **Resume Builder (Front-end)** – Boosted PDF rendering by **60%** using web workers with React-PDF.
- Implemented Quill-to-PDF parser and App Extension Widget, handled roles/auth via **Next-Auth**.
- **Poptrigg (Front-end)** – Built from scratch with TypeScript, React, Tailwind and Shadcn.

- Handled authentication/authorization, popups, and discount flows with previews and popup editors.
- Managed state with Redux Toolkit, implemented complex forms with React Hook Form and Zod.
- Integrated Shopify APIs and custom APIs using Axios/RTK Query.
- Built analytics dashboards using Apex-charts; created file/image up-loaders and editors.
- **Tech-stacks:** TypeScript, React.js, Next.js, Tailwind-CSS

OnnoRokom EdTech Ltd.

Feb. 2023 – Jul. 2023

Jr. Software Engineer

Motijheel, Dhaka

- Developed REST APIs for handling video uploads and trans-coding in the Utkorsho Ed-tech platform.
- **Tech-stacks:** JavaScript, Node.js, Express.js, AWS S3

Samsung R&D Institute Bangladesh

Oct. 2022 – Feb. 2023

Software Engineering Intern

Dhaka, Bangladesh

- Passed Samsung's global SWC Advanced Level coding test.
- Contributed to **Samsung Smart Ring** research.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, C/C++

Frameworks: React, Next.js, Astro, Svelte, NestJs, Node.js, Express.js

Tools & Libraries: RTK, React Hook Form, Zod, Apex-charts, React-PDF, Quill, Tailwind, Styled components, Git, AWS-S3

Architecture: Micro Front-ends

AWARDS

- **Champion** at NSU Inter-University Hackathon 2020, Dhaka, Bangladesh

COMPETITIVE PROGRAMMING

- CodeChef Max Rating: **1907**
- Solved **1600+** algorithmic/data-structures problems
- Participated in **135+** online programming contests
- Participated in **ICPC Asia Dhaka Regional Contest:** 2020, 2021
- Participated in **NCPC 2020**, AUST IUPC 2022, SUST IUPC 2019, SUB IUPC 2019

PUBLICATIONS

Contest Rating Prediction using Linear Regression and K-Neighbors Regressor, [ResearchGate](#)

ICERIE 2023

- Handled pre-processing, training, and evaluation of regression models
- Used Codeforces API; achieved 90% accuracy

EDUCATION

Sylhet Engineering College

Sylhet, Bangladesh

BSc (Engg.) in Computer Science & Engineering

Mar. 2018 – Dec. 2022