Samaila Bala

samailabalap@gmail.com | linkedin.com/in/samabalap | github.com/sa-ma | samailabala.com
London, United Kingdom

PROFESSIONAL SUMMARY

Senior Frontend Engineer with 5+ years building and shipping React/Next.js and React Native applications. Strong in performance, UX, and maintainable UI systems. Comfortable collaborating across backend when needed, often using AI tooling to move faster. Focused on clear delivery and iteration.

EXPERIENCE

Software Engineer
Sept. 2025 – Present

Rulebase Technologies — *London, UK*

- Shipped an AI-generated weekly customer digest from database context, reducing the manual effort of collating updates and producing customer-ready summaries.
- Implemented on-the-fly image generation for digests using Satori and React on Cloudflare Workers, producing shareable visuals without manual design work.
- Acted as a point of contact for key clients, investigating issues, resolving bugs, and delivering requested features that supported renewals and revenue growth.

Tech: React, TypeScript, Rails, PostgreSQL, Cloudflare Workers, OpenAI API

Senior Frontend Engineer
Jan. 2023 – Aug. 2025

Gandalf Technologies — *Remote*

- Developed and maintained multiple product pages, boosting user acquisition through improved performance.
- Migrated a legacy codebase to TypeScript and Next.js, improving maintainability and load performance.
- Led development of cross-platform mobile apps in React Native for a creator tool suite.
- Built a Web3 content access platform for creators with decentralised access control features.
- Implemented end-to-end test coverage and QA pipelines to maintain code quality across web and mobile.

Tech: React, TypeScript, Next.js, React Native, Cypress, Web3 (wallet-based access control)

Frontend Engineer
Aug. 2021 – Dec. 2022

Helicarrier Inc. — *Remote*

- Built dynamic Next.js web applications serving thousands of crypto and remittance users.
- Integrated RESTful and GraphQL APIs for seamless interaction with backend services.
- Maintained cross-platform mobile apps in React Native, contributing to revenue and user growth.
- Revamped analytics integration, improving tracking accuracy and data-driven feature planning.
- Worked on a reusable design system, reducing time-to-feature by 40%.

Tech: Next.js, React, TypeScript, React Native, GraphQL, REST APIs

Software Engineer
Jan. 2020 – Mar. 2021

Venco — *Lagos, NG*

- Built responsive interfaces for a payment platform using modern JavaScript and CSS.
- Led mobile app development in React Native, aiding early user adoption and fundraising.
- Managed AWS deployments and monitoring for client-facing services.
- Improved onboarding by documenting core projects and API flows.

Tech: JavaScript, React Native, AWS, Node.js, REST APIs, HTML/CSS

SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, Ruby
Frameworks/AI Tooling: React, Next.js, React Native, Rails, Cursor, Claude Code, OpenCode

EDUCATION

Manchester Metropolitan University
Manchester, UK

Master of Science in Artificial Intelligence (Distinction) — *Sept. 2025*

- Core focus on machine learning, knowledge representation, neural networks, and ethical implications of AI.
- Developed a dissertation on simplifying legal documents using language models and readability metrics.