CASE STUDY · FULL-STACK DEVELOPMENT

Apex Logistics

Road Freight Platform for the GCC

Live at **apexlogistics.life** · Role: Full-Stack Developer · Status: Live & actively maintained

> **At a glance.** Apex is road-freight infrastructure for the Gulf — a single platform where shippers request quotes, drivers claim and bid on loads, and a dispatch team tracks every shipment live across the GCC. No brokers, no phone tag: a shipment goes from request to road in under an hour.

28+	3,400+	98.6%	<12m
GCC CITIES SERVED	TRUCKS IN NETWORK	ON-TIME DELIVERY	MEDIAN MATCH TIME

The Brief

Apex needed more than a website — they needed the operating system behind a road-freight business. Shippers had to be able to request a quote in seconds, drivers had to browse and bid on loads from their phones, and a dispatch team needed live visibility over every shipment moving across the Gulf. The goal was to compress the entire journey — request, match, track, deliver — into a single platform that runs on the same rails dispatchers, drivers and clients use daily.

What I Built

A production web app spanning three connected experiences:

- **Public shipper flow —** an instant multi-step quote request (pickup, drop-off, cargo type, truck type and dimensions) that captures leads without forcing account creation.
- **Driver interface —** a mobile-installable PWA where drivers browse posted loads, place competitive bids, track earnings, and stay in sync with dispatch.
- **Operations dashboard —** a live console for dispatchers to match trucks, monitor shipments in real time, and manage the network across every major GCC corridor.

Stack & Engineering

The platform is built on React 19 with TanStack Start for file-based routing and TanStack Query for data fetching, TypeScript throughout, and Firestore as the real-time data layer. The interface uses Tailwind CSS with shadcn/ui components. A PWA setup (web app manifest plus a service worker) lets drivers install the app straight to their home screen and keep working on the move. The app ships through a CI/CD pipeline with a containerized build.

- **Framework:** React 19 · TanStack Start · TanStack Query · TanStack Router
- **Language:** TypeScript
- **Data:** Firestore (real-time)
- **UI:** Tailwind CSS · shadcn/ui
- **Delivery:** PWA (manifest + service worker) · CI/CD · containerized build

What It Delivers

The platform gives Apex live GPS tracking from pickup to signed proof-of-delivery, transparent up-front pricing with competitive bidding, and a median match time under 12 minutes across major corridors — all on one system covering the UAE, KSA, Oman, Bahrain, Qatar and Kuwait. Every shipment carries a digital proof-of-delivery with photos, signature and timestamp, and shippers and dispatchers share the same live view of each load.

My Role

I work full-stack on the live platform — building and shipping features independently across the front-end, the real-time data layer, and the PWA delivery. The work is ongoing: maintaining a production system in use across the Gulf, prioritising reliability for a small operations team moving real freight for real customers.

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