ANUBHAV SRIVASTAVA

Software Engineer with a proven track record in leading complex development projects and playing a key role in the success of software initiatives. A dedicated and strategic thinker.

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EXPERIENCE

CEDCOSS Technologies, Lucknow— *Software Developer*

Oct 2021 - Mar 2024

- Developed multiple SaaS based applications from scratch.Proficient in the conception, design, and implementation of multiple Software as a Service (SaaS) applications, built entirely from inception to deployment.
- Demonstrated expertise in the full software development lifecycle, including requirements gathering, architectural design, coding, testing, and deployment.
- Excel in translating client needs into robust, scalable solutions, while ensuring a user-friendly experience.
- Strong problem-solving skills coupled with a deep understanding of modern development technologies and frameworks.

Textanalog – Digital Marketing Agency, Delhi— *Web Designer*

Jan 2021 - OCt 2021

- Spearheaded the analysis of client business needs and requirements, driving the development of eCommerce websites that exceeded expectations.
- Demonstrated proficiency in configuring product pages to optimize visual appeal, user experience, and sales conversions.
- Offering proactive support and maintenance to uphold website stability, and scalability. Achieved increased client satisfaction and retention through diligent efforts.

EDUCATION

Dr. Virendra Swaroop Institute of Computer Studies, Kanpur— *MCA*

Jul 2017 - JUN 2019
Percentage – 74

Dr. Virendra Swaroop Institute of Computer Studies, Kanpur— *BCA*

Jul 2012 - Jun 2015
Percentage – 64

SKILLS

HTML/HTML5

CSS/CSS3

JAVASCRIPT

REACT JS

BOOTSTRAP

REDUX

GIT/GITHUB

REST API'S

DOCUMENT OBJECT MODEL

ECMASCRIPT

CI/CD

GITHUB ACTION

STRENGTHS

Analytical and critical thinking abilities

Understand software architecture.

Strong knowledge of software development tools and alternative technologies.

Ability to handle multiple projects and prioritize tasks.

Good at testing and debugging code.

Good documentation skills.

LANGUAGES

Hindi

English

Aliexpress Integration Shopify Marketplace — In this integration app, there are many components such as Dashboard, Profile, Product, Configuration, and Accounts.

- **Product Component** - A product section where users can view imported products in a grid, filter to find specific ones, and use view or edit options on each product row to view or edit the product.Each product row also includes an 'Edit' button. This option allows users to modify product details such as the name, price, description, and other attributes. This is particularly useful for administrators or users with editing permissions.

- **Multi-type Product Filtering** - Users can filter the products based on various criteria such as category, price range, brand, ratings, and other attributes.An integrated search bar allows users to quickly find specific products by entering keywords.

- **Multi-language Support** - I implemented multi-language support for our application using i18next, a powerful internationalization framework.Managed language resources using JSON files for different languages, ensuring all text elements are easily translatable.Enabled dynamic language switching within the application, allowing users to change languages on-the-fly without refreshing the page.

Miravia Integration — In this integration app, there are many components such as Dashboard, Profile, Product,Order, Plan, Configuration, and Accounts.

- **Image Re-ordering** - Image reordering functionality allows users to rearrange images on the product edit page. Users can select which of the 8 images will be visible on the Miravia marketplace, with the first image treated as the main image of the product and the rest appearing as additional images.

- **Multi Source Handling** - A single React app will dynamically serve users of three marketplaces (**SHOPIFY, WOOCOMMERCE**, and **MAGENTO**), handling different logic, methods, and section rendering for each source. This ensures that users do not face any issues while using the app.

- **Order Component** - By hitting the API in the order section, you retrieve the order data and view it in a grid, which displays the user's order data for their product from all Miravias. Using the filter functionality, you can select an order and view it in a detailed order view.

- **Dynamic Rendering** - Develop dynamic UI components that adapt based on data received from private apps.

- **Consistency** - Ensure the UI remains consistent with the overall design while integrating external data.

Trendyol Integration Shopify Marketplace - In this integration app, there are many components such as Dashboard, Profile, Product, Order, Configuration, and Accounts.

- **Optimized Rendering**: Optimizing rendering performance by reducing unnecessary re-renders, utilizing memoization techniques, and leveraging virtualized lists for large datasets.

- **Performance Optimization** - As a frontend developer, your focus is on optimizing web app performance. You'll employ techniques like code splitting, lazy loading, and bundle size reduction. Caching, rendering optimization, and network/image enhancements further boost speed. Critical path rendering prioritizes key content, and ongoing monitoring ensures prompt issue resolution. Your expertise ensures fast, smooth experiences across devices, vital for user satisfaction.

- **Collaboration and Documentation** - Work closely with backend developers to ensure smooth API integration and data flow. Document integration processes, API usage, and component behavior for future reference.