Ashish Maurya

Front End Developer

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PROFESSIONAL SUMMARY

I am a results-driven Front-End Developer with 2 years of experience in designing, developing, and deploying dynamic web applications. My expertise spans React.js, Next.js, and Node.js, where I focus on building user-centric interfaces and enhancing performance. I thrive in collaborative environments, leveraging modern technologies and SEO strategies to ensure project success.

WORK EXPERIENCE

05.2022 - 04.2024   **Junior Software Developer**
Opalina Technologies Pvt Ltd, Noida, India (Remote)

- **Narendra Modi Mother** Project (https://www.narendramodi.in/mother)
  - Developed and optimized the Narendra Modi Mother Project using HTML5, CSS3, JavaScript, and React.js reducing page load time by 40%.
  - Built and managed landing pages with Bootstrap and jQuery, leading to a 25% increase in visitor engagement.
  - Implemented Next.js as the CMS for seamless content updates, decreasing update time by 50%.
  - Collaborated with cross-functional teams using Figma and Adobe XD to ensure brand consistency and UI/UX alignment.
  - Conducted regular performance audits with Google Lighthouse and implemented caching strategies using Redis.
  - Integrated Google Analytics (Gtag) to monitor user behavior and support data-driven improvements.
  - Ensured cross-browser compatibility and mobile responsiveness using responsive design best practices and media queries.
- **DKSCORE** (https://www.dkscore.com/)
  - Developed and enhanced DKSCORE using React.js, Node.js, improving responsiveness and reducing bounce rate by 30%.
  - Executed SEO strategies including structured data and metadata optimization, boosting organic traffic by 30% within six months.
  - Managed a custom-built CMS using Next.js, Express.js and MySQL for 2 years, optimizing editorial workflows.
  - Designed and built a media center with AWS S3, increasing user retention by 20%.
  - Engineered JyotishMedium using Next.js and Vector DB using Pinecone, leading to a 25% increase in content contributions and similarity search system.
  - Introduced Python-based automation scripts with cron jobs to streamline content publishing and system maintenance.
  - Added AI related features in DKSCORE project for matching Kundalis, better predictions on Dasha and AI auto description features using chatgpt api integrations.
  - Led UI/UX redesign initiatives using Tailwind CSS and React Hooks, resulting in improved usability and engagement.
  - Worked closely with stakeholders using Jira and Notion to gather requirements and deliver timely feature updates.

EDUCATION

2017 - 2020   **Master of Computer Application in Computer Applications**
Centre For Development Of Advanced Computing, Noida, India

2012 - 2016   **Bachelor of Computer Application in Computer Applications**
Indira Gandhi National Open University, New Delhi, India

2012 - 2012   Senior Secondary (XII)
                   Andhra Education Society School, New Delhi, India

SKILLS

Web Development - React.js, Next.js, node.js, Javascript, HTML5, CSS3, Bootstrap
Version Control - Git, SVN
Database Management - Oracle, oracle database, SQL
Design Tools - Figma, UI/UX, UI/UX Design
SEO Skills - SEO, seo optimization
CI/CD - Jenkins
Soft Skills - Team worker, Attention to Detail, Problem Solving, Communication, Accountability, Critical Thinking, Time Management, Easily Adaptable, E-Learning, Stakeholder Management
Languages - Hindi, English

CERTIFICATIONS

Certification in UI/UX Design **-** Internshala Trainings, 04.2021
Oracle Workforce Development Program - NIIT, 08.2014

ACADEMIC PROJECTS

05.2018 - 12.2019 **Flower Recognition System**
- ○ Developed an Android application using TensorFlow Lite and neural network models to recognize and classify various types of flowers using the mobile camera.
  - ○ Integrated Google Camera API and OpenCV for real-time image capture and preprocessing.
  - ○ Trained custom CNN models using Python and Keras, optimized for mobile inference.
  - ○ Deployed the model to Android using Android Studio with Java, achieving high accuracy in flower identification.
  - ○ Implemented a lightweight UI using Material Design principles for better usability and performance on low-end devices.
  - ○ Performed rigorous model testing and dataset augmentation to improve recognition reliability across different lighting conditions.

08.2014 - 03.2015 **Web-Based Mobile Store Management System**
- ○ Developed a full-stack web application for mobile phone search, comparison, and purchase using MySQL, HTML5, CSS3, and JavaScript.
  - ○ Implemented product filtering, search functionality, and dynamic comparison features to enhance user experience.
  - ○ Designed a responsive UI with Bootstrap for seamless access across desktop and mobile browsers.
  - ○ Integrated an admin dashboard for inventory management, sales tracking, and product updates.
  - ○ Used AJAX and jQuery to ensure smooth user interactions and dynamic content loading.
  - ○ Ensured database normalization and optimized queries for fast product retrieval and comparisons.