

Avinesh Kumar

Web Developer

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As a web developer with four years of experience, I focus on front-end development and also know my way around backend technologies like Node.js and MongoDB. My passion is creating engaging digital experiences by paying close attention to detail and design principles. I'm good at turning design ideas into responsive interfaces and enjoy tackling challenging projects that encourage innovation. I'm committed to learning and working together, and I always bring professionalism, reliability, and quality to my work.

Experience

Tata Consultancy Service

Dec 2021 - Present

System Engineer

- Led the migration of product management API to MongoDB in a NextJS environment, ensuring scalability and data flexibility while maintaining performance benchmarks and SEO integrity.
- Developed a Memory game using NextJS and Tailwind CSS with 3 levels, scoring, and local storage for high scores. Engineered custom animations and optimized performance for improved user engagement and analytics, attracting a younger audience.

Associate System Engineer

- Spearheaded website migration and consolidation, transitioning from PHP to NextJS for a unified platform across multiple brand sites, improving user experience and convenience.
- Integrated NextJS, TailwindCSS, GraphQL, and various NPM packages/plugins for efficient website development.
- Developed Enhanced Product Description Page (PDP) templates, enabling detailed and interactive product showcases with flexible CMS customization.
- Implemented Cookies and Google Analytics tracking on multiple websites for detailed user interaction analysis.
- Created immersive 3D experiences for VR/AR environments using Modal viewer, Three.js, and other modern technologies.
- Applied SEO techniques to optimize website content and improve search engine rankings, driving organic traffic.
- Designed and developed websites compliant with WCAG 2.1 AA standards for enhanced accessibility.
- Upgraded Next.js app from v12 to 14, enhancing performance and scalability with modern web standards.

Associate System Engineer Trainee

- Built e-commerce websites using PHP Smarty, JavaScript, jQuery, CSS, and SCSS for responsive design.
- Developed websites to meet client requirements with a focus on functionality and user experience.
- Internationalized the website to support over 25+ locales, ensuring tailored experiences for global users.
- Created reusable code components to enhance performance and accessibility.
- Implemented Git for version control and CI/CD pipeline for deployment.

- Collaborated closely with QA/testing teams to address issues efficiently.
- Integrated content delivery and product management APIs for dynamic functionality.
- Simultaneously migrated the website from PHP to NextJS for enhanced performance and scalability.

The HK Online

Dec 2021 - Present

- Expert in WordPress development, using HTML, CSS, JavaScript, and PHP for custom website designs.
- Created and managed 10,000+ high-quality articles across 20+ websites on topics like tech, news, cinema, and guides.
- Designed eye-catching posters and thumbnails for blogs and YouTube using Photoshop, Canva, and Adobe XD.
- Produced instructional videos on proprietary tools with Adobe Premiere Pro and After Effects.
- Implemented SEO strategies to boost website traffic and search engine rankings.
- Skilled in Google Ads, Google Analytics, and Keyword Planner for digital marketing and performance analysis.

Technical Skills

Programming Languages: Javascript, Python, PHP, HTML5, CSS3

Front-End Development: ReactJS, NextJS, Tailwind CSS, Bootstrap, SCSS, SASS, JQuery

Back-End Development: NodeJS, GraphQL

Database: MongoDB, MySQL

Version Control: Git, Github, Gitlab

Content Management System (CMS): Wordpress, Kentico, Drupal

Design & Media: Adobe Photoshop, Adobe After Effects, Adobe Premiere Pro, Adobe XD

Analytics & Marketing: Google Analytics, Google Tag Manager, Keyword Planner

Others: Visual Studio, NPM, Pip, IntelliJ IDEA, Selenium (Testing framework), Jenkins, Postman (API testing), JIRA, Confluence, ESLint (Code Quality)

Key Strengths

- Strategic Planning
- Customer Focus
- Adaptability
- Communication Skill
- Problem-solving
- Creativity
- Time Management
- Eye for Detail

Professional Profiles

 **LinkedIn:** <https://www.linkedin.com/in/avineshrv>

 **GitHub:** <https://github.com/avineshrv>

 **Peerlist:** <https://github.com/avineshrv>