

VIVEK BORA

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Frontend Developer — React.js — Next.js — Micro-Frontend

Skills

Frontend Technologies: HTML, CSS, JavaScript

Framework/Libraries: React.js, Next.js

Tools: Webpack, Highcharts, Github, Git, Vite, Bootstrap, TailwindCSS, SCSS

Others: Responsive Web Design, Restful APIs, Agile Methodology (JIRA)

Experience

SDE-1 (Frontend Developer)

Feb 2024– Present

Furrl

Bengaluru

- **Enhanced website performance** by upgrading **Next.js**, implementing **lazy loading** for GTM, components, and images, and optimizing **resource prioritization** and **font usage**. Achieved a **35% reduction in LCP**, **30% reduction in FCP**, and **40% reduction in TBT**, significantly improving site responsiveness and user experience.
- Developed a **AWS Lambda** function for **on-demand image generation** for dynamically resizing images based on width. This optimization **reduced file sizes by upto 70%**, significantly improving storage efficiency and enhancing LCP performance.
- Enhanced SEO by implementing a sitemap, optimizing robots.txt, creating **SEO-friendly URL** slugs, and adding **JSON-LD for rich text results**. These improvements led to a **20% increase in organic search traffic**.
- Replaced a third-party swiper library with a custom-built solution, **integrating infinite swipe functionality** and implementing dynamic reviews and ratings on product pages.
- Developed a **desktop version of the website** with optimized MUI configurations, and seamlessly **integrated Shiprocket** for streamlined user login and automatic address fetching, **enhancing both functionality and user experience**.
- Redesigned the Shopify orders dashboard, enhancing order management with intuitive filtering and brand search capabilities, resulting in a more efficient and user-friendly interface for brands.
- Developed a custom home feed that dynamically updates content based on user interactions, delivering a **personalized and engaging** browsing experience.
- **Optimized Dockerfile** configurations, achieving a **30% reduction in deployment time**, streamlining the development and deployment process.

Associate Frontend Developer

Jan 2022– Feb 2024

Unifynd Technologies Pvt. Ltd.

Mumbai

- Migrated **Vite configuration** to **Webpack** for seamless integration with an existing **MicroFrontend** project, reducing development time by **30% and ensuring efficient workflow**.
- Developed and deployed a high-performing Shopify Marketplace app using **React**, resulting in a **20% increase in user engagement** and driving revenue growth.
- Streamlined **API** communication by implementing a custom **HTTP** request provider with built-in Shopify AuthToken inclusion for **enhanced security** and **seamless authentication**.
- Designed and built interactive Dashboard modules like **Image Puzzle**, **Notification System**, and **In-App Messages** using **React MicroFrontend architecture**. These modules enhanced user engagement and streamlined communication, leading to a more dynamic and user-friendly Dashboard experience.
- Enhanced the Loyalty Program Dashboard by integrating **Analytics** using **Highcharts**, enabling comprehensive and user-friendly data visualisations. This empowered users with actionable insights and facilitated informed decision-making.
- Resolved critical production issues through swift **hot-fixes**, minimising impact on user experience and ensuring platform stability.

Education

IGNOU

Dec 2020

Bachelor in Computer Application

IGNOU

Dec 2023

Masters in Computer Application