

# ISHITA ARORA

Software Development Engineer | Frontend Developer

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## SUMMARY

I am a Software Development Engineer with extensive experience in frontend software development, specializing in JavaScript, TypeScript, React JS, React Native, and various technologies. I have a proven track record of delivering complex projects while enhancing the user experience, modular and responsive designs, and coding standards. My commitment to building innovative solutions has driven successful product outcomes.

## EXPERIENCE

### Software Development Engineer

#### CARS24

⌚ 08/2024 - Present ✅ Gurugram, India

CARS24 is a tech-driven auto marketplace that enables users to seamlessly buy, sell, and with end-to-end digital solutions.

- Owned end-to-end development and maintenance of four key user-facing panels, improving lead management workflows and business insights through scalable architecture.
- Contributed significantly to the company's Design Language System (DLS), building reusable, type-safe components using Storybook and TypeScript to standardize UI across applications.
- Revamped consumer-facing landing pages with SEO best practices and Core Web Vitals optimization, improving search visibility and page performance.
- Led the redesign of a call center panel, optimizing lead management workflows and increasing lead-to-appointment conversion rate by 15%.
- Collaborated with product stakeholders to define and implement Google Analytics event tracking across key user journeys, enabling accurate funnel analysis and data-driven optimization of user flows.
- Designed and owned the CarTruth analytics panel, enabling data-driven vehicle loan decision-making and improving loan lead quality.
- Integrated Google Maps and Ola Maps SDKs to implement real-time location-based features across platforms.
- Spearheaded frontend platformization: designed SDK-based modular architecture for 3 apps, enhancing reusable flows and laying scalable groundwork for future products.

### Software Development Engineer

#### Glue Labs

⌚ 05/2023 - 07/2024 ✅ New Delhi, India

A company focused on developing technology solutions.

- Built a complete user onboarding flow and user dashboard, including secure authentication systems using modern best practices in session management and form validation.
- Led the revamp of SEO-optimized landing pages, enhancing load speed, accessibility (a11y), and mobile responsiveness, aligned with Core Web Vitals benchmarks.
- Developed plug-and-play connectors for third-party platforms such as Shopify and domain providers, enabling seamless integration with minimal developer effort.

### Software Development Engineer Intern

#### Glue Labs

⌚ 06/2022 - 04/2023 ✅ New Delhi, India

A company focused on developing technology solutions.

- Built responsive, pixel-perfect web pages with Next.js, TypeScript, Tailwind. Emphasized component-driven architecture and accessibility-first design.
- Spearheaded the migration to a modern tech stack: TypeScript, Next.js, and Tailwind CSS, resulting in improved developer productivity, code maintainability, and performance.
- Integrated Razorpay SDK to deliver a smooth, secure payment experience, ensuring compliance with the best UI/UX practices for high-conversion checkout flows.

## SKILLS

### Languages

JavaScript, TypeScript, C, Java

### Frontend

React JS, React Native, Next.js, TailwindCSS, Storybook, Redux, Redux Saga, Redux Toolkit, React Query, Zustand, Material UI, Kendo UI, Styled Components, HTML, CSS, React Google Maps SDK, Bootstrap

### Tools & DevOps

Cursor, Windsurf, Claude Code, Codex, GraphQL, Firebase, Supabase, Jira, Bitbucket, Clickup, GitHub, GitLab, Postman, Figma, Swagger, Semrush, PageSpeed Insights, Docker, Docker Containerisation, GitHub Actions, Buildkite

### Backend

Node JS, Express JS, SQL, PostgreSQL

## KEY ACHIEVEMENTS

### Technical Hiring Participation

Conducted 15+ interviews, aiding in successful hiring of frontend developers.

### Project Ownership

Led the development of 4 key user-facing panels, improving lead management workflows and business insights through scalable architecture.

### Hackathon Winner

Secured first place in company-wide hackathon, serving as the only frontend developer on a team of five.

### Frontend Architecture

Contributed to and led frontend architecture for platformizing three products with a common design system language.

### Extensive Code Migration

Migrated component library from Kendo UI to CARS24's design language system (DLS) using custom MCP server tooling.

## FIND ME ONLINE

### LinkedIn

[www.linkedin.com/in/ishita12](https://www.linkedin.com/in/ishita12)

### GitHub

<https://github.com/Ishita382>

## PROJECTS

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### Dashgen

⌚ 01/2023 - Present

🔗 <https://dashgen.in/>

Developed this platform as a personal project with my colleagues and friends, now boasting over 100 active users.

- A platform designed to interact with various **LLMs** (e.g., **OpenAI**, **Anthropic**, **Mistral**, **Groq**, **Google Gen AI**, **xAI**, **DeepSeek**) through API keys in a single, unified interface.
- **Technologies:** NestJS, PostgreSQL, Redis, LangChain, Docker, Docker Compose, GitHub Actions, AWS EC2, AWS SES, AWS S3, Nginx, NextJS, TailwindCSS, React Query, Zustand.

### FIFO

⌚ 07/2022 - 08/2023

Frontend Developer at Glue Labs

- Built a **blogging platform** to explore insights about **D2C businesses**, offering users real-time interactions and scalable infrastructure.
- **Technologies:** Next.js, TailwindCSS, React Query, GraphQL, Zustand.

### Glue

⌚ 08/2023 - 08/2024

Frontend Developer at Glue Labs

- Developed an app to create fan pages with AI-generated videos and rewards to engage customers.
- **Technologies:** Next.js, TailwindCSS, React Query, GraphQL, Zustand.

### Shopify App for Collecting Reviews

⌚ 09/2023

A Shopify application that helps customers in better understanding of the product by collecting reviews.

- Successfully led a team of four, undertaking the complete frontend development of the app and implementing responsive designs.
- **Technologies:** React, HTML, CSS, Tailwind CSS, Material UI.

### AI-Powered Dashboard for Page Generation in Shopify

⌚ 01/2024

AI-powered Reflex-based dashboard for generating and managing pages in Shopify stores. Provides a user-friendly interface for store owners to streamline their operations.

- Reflex is a powerful, open-source platform for building web applications.
- It provides a user-friendly interface for store owners to streamline their operations
- **Technologies:** Reflex.dev, TailwindCSS, Python

## EDUCATION

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### Bachelor of Technology:

**Computer Science  
Engineering**

**Chitkara University**

CGPA

**9.98 / 10**

⌚ 07/2019 - 05/2023

📍 Chandigarh

## CERTIFICATIONS

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### Introduction to Web Development

Completed Coursera's web development program, building foundational skills in HTML and CSS through hands-on projects.

## LANGUAGES

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### English

Native



### Hindi

Native

