

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



GitHub

<https://github.com/Ishita382>

PROJECTS

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

Bachelor of Technology:
Computer Science
Engineering
Chitkara University

📅 07/2019 - 05/2023
📍 Chandigarh

CGPA
9.98 / 10

CERTIFICATIONS

Introduction to Web Development

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

LANGUAGES

English	● ● ● ● ●
Native	
Hindi	● ● ● ● ●
Native	