

# Rahul Alam

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UI/UX, Frontend Developer

## PROFESSIONAL SUMMARY

Experienced in frontend and UI/UX development with 8+ years of experience, building responsive web applications using React and Next.js (v15), with proven expertise in migrating and revamping large-scale web products using headless architecture and REST APIs to deliver scalable, high-performance user experiences.

## PROFESSIONAL EXPERIENCE

### Snapdeal (AceVector Group) · Gurgaon, India

Sep 2025 – Present

UI Engineer

- Leading the AdTech platform, handling UI/UX, frontend development, and deployments.
- Independently spearheaded the complete redevelopment of the AdTech frontend, migrated it from a legacy monolithic Ember.js/jQuery/Java system to React with Next.js (v15) and TypeScript using SSR/CSR, and successfully deployed it to production. **resulting in a standalone, headless architecture using REST APIs.**
- Improved Core Web Vitals from ~32% to 90%+ (Lighthouse), resulting in smoother usage and higher adoption by our sellers and business teams. [Link](#)
- Built features for sellers to advertise products on the App and Website by creating ad campaigns and tracking performance metrics (Clicks, Impressions, Conversions, Sales, Spend, ROI) charts **using Recharts, and integrated Payments (Razorpay)**
- Designed and built custom, **reusable components** (Popups, Tabs, Accordions, File Uploads, Select Boxes, etc..), reducing dependency on external libraries, and more control over the codebase, and **managing deployments across Staging, Pre-Production, and Production using Jenkins**
- Work closely with UI/UX Designers, Product, Backend, and Business teams.

### EazyDiner · Gurgaon, India

Oct 2019 – Sep 2025

Frontend Developer

- Primarily led the development of eazydiner.com across web and mobile (mSite) with a strong focus on SEO and mSite, and also worked on postcardresorts.com and a quick dining booking platform for Axis Bank and IndusInd Bank as secondary projects.
- Independently migrated the eazydiner frontend from a monolithic PHP/Laravel/jQuery system to React & Next.js (v12) using SSR/SSG/CSR, building a standalone, headless frontend with REST APIs.
- Improved SEO and security (**Schema, Meta tags, HSTS, CSP**), increasing Core Web Vitals from ~21% to 65%+ on Google PageSpeed.
- SEO and performance improvements boosted search visibility and **increased website bookings by 45%+**.
- Created, custom and reusable component such as Popup, Tabs, Accordion, SelectBox, etc.. to reduce the dependency of external library
- **Integrated payment gateways** (JusPay – India, Telr – Dubai) and analytics tools (WebEngage, Google Tag Manager, Microsoft Clarity) to track user behavior and drive product improvements.
- Worked closely with Product, UI/UX Designers, Backend, Marketing, and SEO teams across requirements, UI design, and frontend development. | Project [Link](#)

### Ampersand Design · Gurgaon, India

Oct 2017 – Sep 2019

UI Developer

- I have worked as a UI developer with a primary responsibility to develop responsive websites. In this role, I closely collaborated with design teams to interpret visual designs and ensure effective website interactions for every project.
- Worked with multiple clients on various projects to develop responsive brand websites. | Project [Link](#)

## SKILLS

Frontend	HTML, CSS, SCSS, Bootstrap, JavaScript, JQuery, React, Next.js (v15)
Design	Figma, Zeplin
Analytics	WebEngage, Microsoft Clarity, Google Search Console
Deployment	Jenkins, ArgoCD
Version Control	Git

## EDUCATION

### Bachelor of Computer Applications · Subharti University · 2021–2024

12th · Madurai Kamaraj University · 2015–2016

10th · Madurai Kamaraj University · 2013–2014