

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 & Next.js (v15) with SSR/CSR, and successfully deplyed 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 reuseable 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

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| 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