

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.
- 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. | Project [Link](#)

EazyDiner · Gurgaon, India Oct 2019 – Sep 2025
Frontend Developer

- Primarily led the development of eazydiner.com, along with a white-label quick table booking solution for Axis Bank and IndusInd Bank across web and mobile (mSite).
- 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

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