# Rahul Alam

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Frontend Developer

## PROFESSIONAL SUMMARY

Experienced in UI/UX and frontend development with **8+ years** of experience, specializing in migrating, revamping, and modernizing large-scale web applications from scratch using React and Next.js-15 with headless architecture and REST APIs to deliver scalable, high-performance user experiences.

## EXPERIENCE

**Snapdeal (AceVector Group)** · Gurgaon, India                                            Sep 2025 – Present
Frontend Engineer

- Lead the AdTech platform, handling UI/UX, frontend development, and production deployments.
- Independently led the complete frontend redevelopment, **migrated** from a monolithic architecture (Ember.js / jQuery / Java system) **to** React, Next.js-15, and TypeScript, using **RSC (Server Component)**, CSR, SSG, and **SSR**, and successfully deployed it on production resulting in a standalone **headless architecture** with REST APIs.
- Post-migration, improved Core Web Vitals from **~32% to 90%+** (Lighthouse, Link), driving smoother usage and **higher adoption** by sellers and business teams.
- Built seller-facing features to create ad campaigns, manage, and track performance across multiple KPIs (Clicks, Impressions, Conversions, Sales, Spend, ROI) using **Recharts**, and integrated **Razorpay** for payments, along with additional features supporting the end-to-end AdTech platform.
- Designed and built **custom, reusable UI components** (Popups, Tabs, Accordions, File Uploads, Select Boxes) along with **custom hooks** for reusable logic (e.g., data fetching for SSR and CSR), reducing dependency on external libraries, and more control over the codebase.
- Managing deployments across **Staging**, **Pre-Production**, and **Production** using Jenkins.
- Work closely with **UI/UX designers** to translate design-to-code with **pixel perfect execution** and production-ready interfaces, aligned with **Product managers** on feature requirements and product growth discussions, integrated services with **Backend teams**, and partnered with **Business leadership** and the **CPTO** to resolve seller pain points and improve overall usability.

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

- Led the development of **eazydiner.com**, built from scratch across web and **mobile (mSite)** using React and Next.js-12, with a strong emphasis on SEO, mobile performance, **including Schema implementation**, Meta optimization, page-level enhancements, and **UI rendering strategies**.
- Owned and delivered **multiple** platforms, including **postcardresorts** for hotel bookings and **LiveTable** for restaurant owners to manage bookings, deals, and operations; also built and delivered a **white-label** quick dining booking platform for **Axis Bank** and **IndusInd Bank** across **web and mSite**.
- **Independently** migrated and successfully deployed the frontend of the eazydiner.com from a monolithic PHP/Laravel/jQuery system to React & Next.js-12 **using** SSR/SSG/CSR, building a **standalone, headless frontend** with REST APIs. Link
- **Implemented** SEO and security enhancements **(HSTS, CSP, Schema, Meta Tags)**, improved Core Web Vitals from **~21% to 65%+** on Google PageSpeed.
- Post-migration SEO and performance improvements **increased search visibility** and boosted website bookings by **55%+**
- **Integrated** payment gateways (JusPay – India, Telr – Dubai) and **analytics tools** (WebEngage, Google Tag Manager, Microsoft Clarity, Google Search Console) to **monitor user behavior** and guide product improvements.
- Created, **custom and reuseable component** such as Popup, Tabs, Accordion, SelectBox, Inputs, etc.. to **reduce the dependency** of on third-party libraries
- Collaborated with **Marketing teams** to analyze user behavior using WebEngage and Microsoft Clarity; worked with **SEO teams** to monitor indexing issues, search performance, organic traffic and overall site performance using Google Search Console; partnered with **UI/UX** teams to translate design flows into production-ready interfaces; and collaborated with **Backend teams** on API requirements.
- Project Link

**Ampersand Design** · Gurgaon, India                                            Oct 2017 – Sep 2019
UI Developer

- Worked as a UI Developer building responsive, production-ready websites using using frontend technology and Php/WordPress
- Collaborated closely with UI/UX and design teams to translate visual designs into clean, interactive user interfaces.
- Customized and developed WordPress themes using PHP to **meet specific client and business requirements.**
- Worked directly with **external clients** and at **client locations** to deliver internal and customer-facing projects, including brand and marketing websites for **Max Life Insurance, TQIW, LivFin, and TrueMe,** ensuring performance and design accuracy. I Project Link

## SKILLS

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|---|---|
| Frontend: | HTML, CSS, SCSS, Bootstrap, JavaScript, jQuery, React, Next.js-15, Jest, Husky |
| Analytics: | WebEngage, Microsoft Clarity, Google Search Console |
| Design Tools: | Figma, Zeplin |
| Deployment: | Jenkins, ArgoCD |
| Version Control: | Git |
| CMS: | WordPress |
| Backend (APIs): | Php/Laravel (Intermediate) |

## EDUCATION

Bachelor of Computer Applications · Subharti University · 2021–2024

12th · Madurai Kamaraj University · 2015–2016
10th · Madurai Kamaraj University · 2013–2014