

Rohan Bhalchandra Amberkar

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SUMMARY

Technology-driven professional with over 6+ years of experience building responsive, scalable web applications using React, Redux, REST, and JavaScript. Proficient in **state management** (Redux, Context API), optimizing **performance & SEO**, and implementing **unit/integration tests** using Jest and React Testing Library. Skilled in collaborating with creative and backend teams to deliver high-performance and detail-oriented solutions.

WORK EXPERIENCE

Media.net Software Services

Mumbai, India

Senior Frontend Engineer

March 2020 – June 2024

- Collaborated with the product managers and designers to brainstorm on design and ship multiple features for clients like **Yahoo** and **Forbes**, creating modern web applications with **React & Redux by referencing Figma designs**.
- Led the design and development of an internal data analysis tool, driving **6% user growth (1M to 1.06M)** over a year by implementing data-driven features and conducting **A/B testing** to optimize user experience and get insights.
- Made the existing designs responsive and mobile-first for **Yahoo** and **Forbes** clients by implementing accelerated mobile pages, boosting the user experience, and resulting in a **~7%** decrease in bounce rate.
- Created a simple CRM to handle data management in React by integrating a headless CMS (WordPress).
- Implemented **unit & integration tests** using Jest & React Testing Library, improving code reliability & maintainability.

Accenture Solutions

Mumbai, India

Frontend Developer

September 2018 – March 2020

- Designed and implemented Merck website architecture with React and Redux, solving user experience challenges and reducing website loading time by 45%, achieving a 90+ SEO score in Lighthouse, and driving an 8% increase in organic traffic.
- Collaborated with the product manager on the Product's feature development and bug resolution to enhance cross-browser compatibility.
- Increased **end-to-end test coverage** with **Cypress**, reducing bugs and improving customer flow.
- Enhanced **front-end performance** by optimizing asset loading and implementing **code-splitting** techniques by updating the rules in the Webpack configuration.
- Built **landing pages, dashboards, and marketing materials** to support client global campaigns in HTML and CSS.

CollabAce Innovative Labs Pvt. Ltd

Mumbai, India

Frontend Developer

October 2017 – September 2018

- Created dozens of web pages converting **Figma designs** for **email templates** into HTML pages, styled using CSS3.
- Managed the frontend of the CollabAce website, ensuring compliance with **CCPA**, **GDPR**, and **WCAG**, leading to a **10% SEO** improvement.
- Improved website performance and efficiency through code optimization by removing redundant code through functional programming, reusing functions, and reducing the **JavaScript** and **CSS** file sizes.

SKILLS

Frontend: React.js, JavaScript, TypeScript, HTML5, Redux, Axios, Webpack, Babel, Vite, Cypress, Jest

UI & Styling: CSS3, SASS/SCSS, TailwindCSS, Bootstrap, Responsive & Mobile-First Design

API Integration: RESTful APIs, GraphQL, Third-Party Services

Version Control & DevOps: Git, GitHub, GitLab, Bitbucket

Architecture: Micro Frontends, Server-Side Rendering

EDUCATION

Conestoga College, Waterloo, Ontario, Canada - Web Development

May 2023 - August 2024

University of Mumbai, India - Bachelor of Information Technology

June 2015 - November 2017