

# Shashi Bhushan Kumar

FrontEnd Developer | UX/UI Developer

## PROFILE

As the Lead Developer with over **8 years experience**, I spearheaded the creation and development of the CustomJS framework, a robust solution that significantly improved web development processes. Seeking a challenging role to contribute expertise in front-end development and leadership.

## EDUCATION

### ANNAMALAI UNIVERSITY

BE (ECE)

Dec 2013 | Chidambaram, TN

CGPA: **7.2 / 10**

### M.S.R.D.S COLLEGE

Pre-University Education

May 2009 | Hajipur, BR

Percentage: **67.4 / 100**

### J.T.H.School

10th (Matric)

May 2007 | Hajipur, BR

Percentage: **60.3 / 100**

## SKILLS

- JavaScript, jQuery, React
- Ajax, CSS3, HTML, SCSS/LESS
- REST API, GraphQL, WebAPI
- Google Tag Manager, Google Analytics
- Shopify Template, TypeScript

## CONTACT DETAILS

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✉ 85/1, NagashettyHalli Bangalore, India

## PERSONAL INFORMATION

Citizenship: **India**

Languages: **English, Hindi**

## EXPERIENCE

**LEAD FRONTEND ENGINEER** at **Dynamic Selling Technologies (India) Private Limited (Bangalore).** **2017.11–pres.**

### FRAMEWORK DEVELOPMENT:

- ◇ Led the design and implementation of CustomJS, emphasising modularity, scalability, and maintainability
- ◇ Engineered a flexible and intuitive API, empowering developers to build dynamic and interactive user interfaces efficiently
- ◇ Seamlessly integrated CustomJS with diverse libraries and frameworks, ensuring broad compatibility and versatility
- ◇ Advocated for best practices, coding standards, and documentation, fostering a collaborative and efficient development environment
- ◇ Achieved a remarkable 30% reduction in development time by providing pre-built components and utilities within the framework
- ◇ Front End Engineering, Optimization, and Team Management

### TEAM MANAGEMENT:

- ◇ Successfully managed a dynamic team of 10-12 developers, providing leadership, mentorship, and fostering a collaborative work culture
- ◇ Coordinated tasks and responsibilities to optimise team performance, resulting in streamlined project delivery and enhanced productivity
- ◇ Led, managed, and improved the code base, reducing unnecessary code by 35% for faster loading times
- ◇ Ensured AODA compliance by implementing Accessibility, Performance, and SEO enhancements

### FRONT END ENGINEERING AND OPTIMIZATION:

- ◇ Developed innovative product bundling for an e-commerce application using JavaScript, HTML, SCSS, leveraging AI-driven insights
- ◇ Collaborated with UX teams and stakeholders to tailor the UI for an optimal user experience
- ◇ Demonstrated expertise in HTML5, CSS3, object-oriented JavaScript, and large-scale application development
- ◇ Optimised applications for scalability and performance through caching and minimising unnecessary DOM interactions
- ◇ Developed dynamic recommendation and Frequently Bought Together modules using React
- ◇ Reduced JS code from 17K to 7K lines using "use strict" and executed successful Chrome Extension projects

### PROJECT CONTRIBUTIONS

- ◇ Contributed to diverse projects, including Google Shopping product bundling, resolving Oracle add-to-cart issues, and implementing filter options for product recommendations. Cross-Selling Platform.
- ◇ Played a key role in the cross-selling platform, enhancing user experience for renowned brands such as Samsung, Canon, US Polo, Asus, Acer, Ryman, Boots, Avon, Motorola, Bare Minerals, etc.

### ISO 27001 IMPLEMENTATION

- ◇ Successfully implemented ISO 27001 rules, optimising and restructuring the project code accordingly..

## AWARDS

- 2020 Star of the month (March)
- 2021 Star of the month (October)
- 2022 Culture champion of the month (August)
- 2022 Culture champion of the month (October)
- 2023 Rewarded with bonus amount

## EXPERIENCE

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**SOFTWARE ENGINEER** at ***Eooglo Software Technology (Bangalore).***  
**2015.05– 2017.11.**

- ◇ Developed inventory management system that includes purchase, inventory listing on platforms to sell.
- ◇ Working as a part of the Urban home care and PDMSCAN team, developing and building Rest API using Node and Express js. And responsible for creating an internal dashboard tool using JavaScript.
- ◇ Participating in discussions with clients to clarify what they want in the userinterface.