# **ANKUSH SHOOR**

# Front End Developer

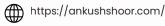




437-473-1286







# **ABOUT ME**

I build scalable, user-friendly interfaces using React, HTML, CSS, and Tailwind, focusing on responsive design, performance optimization, and seamless user experiences. I enjoy bringing creative ideas to life through intuitive UI design and innovative front-end solutions.

# **EDUCATION**

LAMBTON COLLEGE Toronto, Canada

May, 2023 - Dec, 2024

DAV COLLEGE India

May, 2015 - Apr, 2018

# **SKILLS**

#### Languages & Libraries:

- JavaScript
- HTML
- CSS
- JSX

# Frameworks & Styling:

- React
- Tailwind CSS

#### **Tools & Workflows:**

- Salesforce M. Cloud
- Git & GitHUb
- Jira

# **WORK EXPERIENCE**

# TATA CONSULTANCY SERVICES, INDIA Salesforce Marketing Cloud Email Developer

**FEB 2019 - JUNE 2020** 

**JULY 2020 - MAR 2023** 

- Created responsive HTML/CSS/AMPscript email templates, managed setup, content, testing, and timely delivery of promotional and transactional campaigns; built Automation Studio workflows and Journey Builder journeys, boosting engagement by 20%.
- Conducted A/B testing, leveraged customer data for segmentation and dynamic content, performed QA across devices with Litmus, ensured CAN-SPAM compliance (reducing bounce rates by 15%), and analyzed campaign performance for actionable insights.

# TATA CONSULTANCY SERVICES, INDIA Systems Engineer

- Built responsive web applications using React, HTML, CSS, and Tailwind; developed reusable components and implemented state management for seamless UX.
- Developed an e-commerce platform for healthcare professionals to order medicines, integrating APIs and ensuring a responsive, user-friendly design across devices.
- Conducted code reviews, implemented accessibility and performance best practices, and collaborated with designers and backend teams to deliver scalable, maintainable front-end solutions.
- Converted static HTML websites to React and successfully migrated them to AWS cloud, improving scalability, maintainability, and performance.

# **REFERENCE**

AYUSH KUMAR, PM Tata Consultancy Services

**ayush.kumar4@tcs.com** 

PALASH CHHABRA, PM Tata Consultancy Services

p.chhabra@paypapplane.com

# **ACHIEVEMENT**

**SPOT AWARDS** 

Tata Consultancy Services
Recognized for outstanding
contribution to project
delivery and team
collaboration.

INNOVATION/PROCESS
IMPROVEMENT AWARD
Tata Consultancy Services

Acknowledged for suggesting process enhancements that improved efficiency & quality.