

Shubham Chaurasia

✉ shubham.cha.221@gmail.com 📞 +91-8577974733 🌐 www.linkedin.com/in/shubham2201
🌐 www.ShubhamChaurasia.com

EXPERIENCE

Merkle, A Dentsu Company-Gurugram

Jan 2022 - present

SFCC Associate Developer (Aug 2022 - present)

- Engineered reusable components, including a **PWA** and **flexible marketing tiles**, for seamless integration into any PLP location without compromising UI.
- Implemented **lazy loading** and **masonry layouts**, enhancing website performance and user experience by **40%**.
- Integrated valuable components into the **page designer**, improving website customization speed and efficiency.
- Successfully completed three projects, demonstrating proficiency in project management and timely delivery.
- Exhibited outstanding teamwork capabilities, actively collaborating with colleagues and contributing to 55% of team tasks.
- Developed reusable components like **Search by Voice using Azure AI**, **Drag and Drop Product Checkout Journey** and **Product customization page** contributing to a 10% increase in company growth.

SFCC Trainee (Jan 2022 - July 2022)

- Cultivated a structured and efficient work environment, leading to a significant increase in productivity.
- Excelled in resolving complex issues, both independently and collaboratively, showcasing adaptability and teamwork.
- Crafted a variety of flexible page designer components, enhancing the user interface and overall user experience.
- Swiftly addressed and rectified frontend challenges, ensuring a seamless and efficient development workflow.

PROJECTS

Build-a-Bear (US and UK) 📄

- Initiated a project from scratch, gaining 100% new experience in tackling challenges.
- Developed **70%** of the website's critical components, including the **header**, **PLP**, various **PDPs**, **checkout**, and **cart pages**.
- Implemented **5+ complex** functionalities, enhancing the website's user experience by **30%**.
- Customized the **Adyen payment** method UI as per client requirements, improving the payment process by 20%.

GFore (US and UK) & Peter Millar 📄

- Resolved **50+ bugs** and issues related to **PDP**, **checkout processes**, and **menu-bars**, improving website functionality by 25%.
- Handled UAT issues for both US and UK websites, ensuring a **99.9%** error-free user experience.

Mall of Noida 📄

- Completed a Google Ads landing page for Mall of Noida, increasing user engagement by **40%**.
- Designed a single-page layout from scratch, improving the page's responsiveness by **50%**.

Skills

- Technical Skills:** HTML5, CSS3, SASS (SCSS), JavaScript, Rhino JS, ReactJS, Redux Node JS, DSA, ISML, SFRA.
- Tools:** Git, GitHub, Bitbucket, JIRA
- Database:** MySQL, MongoDB
- Cloud:** Salesforce Commerce Cloud, Salesforce Marketing Cloud
- Testing & QA:** Unit Testing, Postman (API Testing)

EDUCATION

Master of Computer Application

Nov 2020 - June 2022

B.H.U, Varanasi (8.6 CGPA)

Achievements

- Winner of the AWS & Gen AI Hackathon for CXM Master Award (2024) @Dentsu Global.
- High Climb Award Q3 2023 @Merkle
- Inspire Scheme Award (U.P. Govt, 2016)