

Shubham Chaurasia

Gurugram, Haryana, India | shubham.cha.221@gmail.com | +91-8577974733
in/shubham2201 | github.com/shubham | shubham.com

WORK EXPERIENCE

SFCC Associate Developer

Aug 2022 - Present

Merkle, a Dentsu Company | Gurugram, India

- Engineered reusable components for the organization, including a progressive web app (PWA) and dynamic marketing tiles capable of seamless integration into any location on the product list page (PLP) without compromising the user experience (UI).
- Devised and implemented lazy loading and masonry layouts, significantly enhancing website performance and elevating the user experience.
- Innovative and integrated valuable components into the page designer, streamlining website customization with speed and efficiency.
- Orchestrated the successful completion of two projects, showcasing adept project management skills and consistently delivering top-tier work within specified timelines.
- Collaborated actively with colleagues, demonstrating an intrinsic drive to aid others and exhibiting outstanding teamwork capabilities.
- Also developed some reusable components like Search by Voice and Product customization page for company growth.

SFCC Intern

Jan 2022 - July 2022

Merkle, a Dentsu Company | Gurugram, India

- Assisted in increasing workplace productivity by keeping an ordered atmosphere.
- Solved issues effectively both individually and as part of a team.
- Create some page designer components.
- Rapidly resolved front-end concerns, ensuring a fluid and effective development process.

PROJECTS

Build a Bear (US and UK)

[Build-a-Bear](#)

- Contributed to a project initiated from scratch, which provided valuable experience in tackling new challenges.
- Involved in the development of critical components such as the website header, Product Listing Pages (PLP), various Product Detail Pages (PDP), checkout, and cart pages, including empty cart and product line items.
- Implemented complex functionality, including audio playback on PLP and PDP, gift message handling on custom PDP, accordion elements, store locator with Google Maps API integration, and comprehensive form validation.
- Designed and developed custom pages to enhance the website's user experience and functionality.

- Implemented customizations to the Adyen payment method UI based on client requirements.
- Gained extensive knowledge and experience throughout the project, contributing to both the project's success and personal growth.

GFore (US and UK) & Peter Millar

[Gfore](#)

- Focused on troubleshooting and resolving bugs and issues related to Product Detail Pages (PDP), checkout processes, and menu bars.
- Resolved User Acceptance Testing (UAT) issues for both the US and UK websites, ensuring a smooth and error-free user experience.
- Gained valuable hands-on experience in web development while working on real-world e-commerce projects for two different markets (US and UK).
- Collaborated with the development team to identify and fix critical issues, contributing to improved website functionality.
- Played a crucial role in enhancing the overall quality and usability of the websites by addressing user-reported issues promptly.

Freelancing Project:

Mall of Noida

[Mall-of-Noida](#)

- Successfully completed the freelance project, creating a Google Ads landing page for Mall of Noida.
- Demonstrated creativity by designing the entire single-page layout from scratch, incorporating HTML, CSS, and JavaScript.
- Ensured a responsive design, guaranteeing optimal viewing and functionality across various devices and screen sizes.
- Implemented form validation to enhance user experience and data integrity, ensuring accurate data submission.
- Handled the project with limited or no reference materials, showcasing problem-solving and design skills.
- Utilized creative freedom to craft a visually appealing and engaging landing page to drive user engagement and conversions.

Bazva.in

[Bazva](#)

- This is a freelancing project where we undertake the creation of an ecommerce website.
- The website focuses on the sale of medical products and is designed to facilitate online transactions.
- Utilizing HTML5, CSS3, JavaScript, JQuery, and PHP, our development efforts are directed towards ensuring a dynamic and user-friendly experience.
- As a Front-End developer, my responsibilities encompass the design and implementation of key elements such as the header, footer, hero page, and product detail page (PDP).
- Integration of a secure payment service is a crucial aspect of the website's functionality.
- Beyond design and development, our team is actively involved in optimizing the site's SEO performance to enhance its visibility.
- The project operates within the flexible and collaborative framework of freelancing, allowing for adaptability and innovation in the development process.

Academic Project:

Marvel Studio

Marvel-studio

- Created a static Marvel Studio website using HTML, CSS, and JavaScript.
- Comprehensive repository of character and movie information.
- Skillfully integrated HTML, CSS, and JavaScript to deliver a seamless user experience.
- Organized and presented data on characters and movies for easy access.

Real Estate Management

View Github

- Developed the Real Estate Management System with Java, JSP, and MySQL, implementing user authentication.
- Led frontend development using HTML, CSS, and JavaScript, ensuring an intuitive user interface.
- Oversaw MySQL database integration for efficient data management and property listings.
- Collaborated effectively with cross-functional teams for seamless frontend-backend integration.
- Demonstrated strong problem-solving skills to address development and design challenges.

CERTIFICATIONS

JavaScript Essential Training	View credentials
JQuery for Web Designers	View credentials
Front-end Web Development	View credentials

ACHIEVEMENT

CLIMB HIGH AWARD (Q3 Award)	View
INSPIRE Scheme	View

EDUCATION

Master of Computer Application (MCA)	Nov 2020 - Jun 2022
Banaras Hindu University (India)	8.5 CGPA
Bachelor of Computer Application (BCA)	July 2017 - Nov 2020
Dr. Virendra Swaroop Institute of Computer Studies (India)	79%

SKILLS

HTML5 | CSS3 | SASS | JavaScript | JQuery | React | Salesforce Commerce Cloud | Git | GitHub | BitBucket | JIRA | Confluence | Postman | Communication | Leadership | Time Management | Adaptability | Problem Solving | Teamwork | Creativity | Memer