Shubham Chaurasia

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EXPERIENCE

Merkle, A Dentsu Company-Gurugram   **Jan 2022 - present**

Associate Developer (Jan 2022 - present)

- Developed reusable components, such as **PWAs** and **marketing tiles**, ensuring seamless integration across PLP locations, enhancing UI without compromise.
- Implemented **frontend pages** with performance optimizations such as **lazy loading**, **SEO friendly** and **masonry layouts**, enhancing website speed and user experience by **40%**.
- Enhanced website customization speed by integrating valuable components into the **page designer**, streamlining customization processes.
- Demonstrated strong project management skills, completing three projects on time and contributing to **55%** of team tasks.
- Innovated new functionalities, such as **Search by Voice** using **Azure AI** and **Drag and Drop Product Checkout Journey**, contributing to a **10%** increase in company growth.
- Resolved over **50+ bugs** and issues, improving website functionality by **25%** and ensuring a **99.9%** error-free user experience during UAT.
- Customized the **Adyen payment** method UI to meet client specifications, streamlining the payment process and improving efficiency.

Freelancing (Feb 2021 - Jan 2022)

- Leveraged React.js to develop interactive and responsive **frontend user interfaces**, ensuring an optimal user experience across various devices and screen sizes.
- Applied best practices in web development, including **responsive design principles**, **cross-browser compatibility**, and **accessibility standards**, to deliver high-quality and user-friendly web applications.
- Spearheaded the development of **dynamic web applications** using a combination of modern web technologies, with a strong focus on React.js for frontend development.

PROJECTS

Build-a-Bear (US and UK) ↗
Tech Stack: SFRA Architecture, Demandware, MVC, OCAPI, ISML, SCSS, JavaScript, AJAX, JQuery

GFore (US and UK) & Peter Millar ↗
Tech Stack: SFRA Architecture, Demandware, MVC, OCAPI, ISML, SCSS, JavaScript, AJAX, JQuery

Mall of Noida ↗
Tech Stack: HTML, CSS, JavaScript, AJAX, JQuery, PHP

SKILLS

- **Technical Skills:** ReactJS, Redux, ISML, SASS (SCSS), SFRA, Page Designer, Content Assets, Content Slot, Demandware, HTML5, CSS3, JavaScript, ISML, Node JS, JQuery, AJAX, Webpack, JSON.
- **Tools:** Git, GitHub, Bitbucket, JIRA
- **Toolkit:** Bootstrap, JQuery Mobile, Material UI, Ant Design, Tailwind CSS, Vite
- **Database:** MySQL
- **Cloud:** Salesforce Commerce 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