

# Shubham Chaurasia

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## EXPERIENCE

HCL Tech-Noida

Aug 2024 - present

**Consultant - SFCC B2C UI Developer** (Aug 2024 - present)

- Commenced role as a Consultant specializing in Salesforce Commerce Cloud (SFCC) UI development.
- Participated in a site enhancement project focused on optimizing and improving site performance.
- Implemented best practices in UI design and development to ensure high-quality, scalable solutions.

**Merkle, A Dentsu Company**-Gurugram

Jan 2022 - July 2024

**SFCC B2C Associate Developer** (Jan 2022 - July 2024)

- 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.
- Enhanced website customization speed by integrating valuable components into the **page designer**, streamlining customization processes.
- 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.
- Customized the **Adyen payment** method UI to meet client specifications, streamlining the payment process and improving efficiency.

## PROJECTS

**Confidential Project**

**Tech Stack:** ISML, SCSS, JavaScript, AJAX, JQuery, SFRA Architecture, Demandware, MVC, OCAPI

**Build-a-Bear (US and UK)** [🔗](#)

**Tech Stack:** ISML, SCSS, JavaScript, AJAX, JQuery, SFRA Architecture, Demandware, MVC, OCAPI

**GFore (US and UK) & Peter Millar** [🔗](#)

**Tech Stack:** ISML, SCSS, JavaScript, AJAX, JQuery, SFRA Architecture, Demandware, MVC, OCAPI

**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, JSON.
- **Tools:** Git, GitHub, Bitbucket, JIRA
- **Toolkit:** Bootstrap, 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