

# AKASH KASHYAP

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## Skills

- React.js | Next.js | Redux | React Native | HTML5 | CSS3 | JavaScript | TypeScript | Zustand | Node | Angular.js | Git | SCSS | Strapi
- Material UI | Semantic UI | Module Federation | Tailwind CSS | Chat GPT | Amazon Web Services | Jenkins | Jest | Unit Testing | OOPS
- Micro Frontend | Mobile Application | Cursor AI | Problem Solving | Team Mentorship | Code Reviews, Agile/Scrum, CI/CD collaboration

## Experience(6.8 Year)

### Senior Software Developer

Gupshup

04/2023 - 05/2025

- **Improved Core Web Vitals and boosted Lighthouse performance score by 20%** by reducing Largest Contentful Paint (LCP) by 200ms and eliminating Cumulative Layout Shift (CLS), resulting in a smoother, more responsive user experience.
- Collaborated with backend and product teams to deliver **Ad Authoring features**, improving customer engagement by **25%**.
- Managed and mentored **2 frontend engineers**, fostering a collaborative culture, improving code quality through structured reviews, and accelerating feature delivery timelines.
- Won a hackathon by developing an AI-driven ad creation tool that reduced user effort by **50%** through intelligently & guided questions.
- **Integrated Strapi CMS for dynamic, API-driven page generation** and set up **Storybook for isolated UI component testing**, reducing development and QA effort by streamlining testing and implementation workflows.
- Developed advanced analytics dashboards and unique ad management features such as **bot setup, retargeting, and ad attribution**.
- Developed and maintained a Click-to-Chat solution enabling businesses to run **Click-to-WhatsApp ad campaigns** across **Facebook, TikTok, and Google Ads**, facilitating seamless conversations initiated directly from ads for lead generation and customer engagement.

### UI Engineer

Dealshare

Saket, DEL, INDIA 12/2021 - 04/2023

- Designed & implemented gamification to improve users retention on B2C applications by using React Native, Growth Book, Redux. Which increases over all **10K** user retention in the app.
- Implemented quantity based plus-minus featured button in home screen so, that user can add more quantity of item without going to Cart screen. Which increases order rate by **5%**.
- Completely automated the address verification from scratch which automated the list of not verified addresses to the CS persons. It reduce the no. of calling guys and their times.
- Integrated google analytics 4(GA4) to track out all the charges of deals. Which helped marketing and data science team to put right Items and right SKUs to the home screen.
- Designed & implemented news sharing feature in B2B app. Which increases user retention by **1.2%** by using React native, redux.
- Automated and optimized the business logic of return management of deals by using React native Redux, Next Js, Material UI and it Reduces almost half of the time.
- Drove the development of marketing automation via chat applications, enhancing ad performance and user engagement.

### Frontend Engineer

AtQuest

Bangalore, KA, INDIA 03/2020 - 11/2021

- Designed & Implemented mobile application for gathering information for tracking sustainable goals by multiple graph plot of users By using React Native, Redux, and firebase.
- Designed and developed systems that facilitate sass based on boarding of corporate and their employees and venders connected to Atquest by using next js, React js, Redux, Semantic UI.
- Implemented JWT authorization for multiple roles of users like corporate, employees, venders, Super Admin, and Admin.
- Designed and integrated dashboard for users where they can do activities and track sustainable goals by using react js, next js.
- Designed and integrated Green compass to get progress of users of their respective area using react js and next js, and redux.

### Software Engineer

ColtFox

Bangalore, KA, INDIA 08/2018 - 02/2020

- Designed and developed web application for restaurant order, table reservation and catalog listing using HTML, CSS, javascript.
- Created a carrier web page for jef-techno and jef-shield for generating reports using Jquery, HTML, CSS, Javascript, and bootstrap.
- Completely automated the blog posting. which helped to reduce resources by using HTML, CSS, javascript, Material UI.
- Designed and developed the whole KNR website for listing products, services and testimonials by using React, Bootstrap.

## Education

### Bachelor of Technology

UIET, CSJM University

Kanpur, UP, INDIA

08/2014 - 6/2018

- Major in Information Technology

### Mentorship

- Mentoring and giving career advice to final years and new job searching students about frontend development.