

Front-end Engineer with 3+ years of experience in building scalable apps using React, Next.js, JavaScript, TypeScript, and Redux Toolkit. Strong in state management, micro-frontends, and end-to-end ownership.

Skills

- **Languages:** JavaScript, TypeScript, HTML, CSS, SQL
- **Frameworks/Libraries:** React, Next.js, Redux Toolkit, Node.js, Tailwind, MUI
- **Tools & Platforms:** Git, Postman, Vite, VS Code
- **Concepts:** Micro-frontends, SSR, SEO, Performance Optimization, State Management

Experience

Software Development Engineer (Frontend), Creativefuel Pvt. Ltd Sep 2024 – Present

- **Architected a scalable and high-performance influencer plan management system**, enabling real-time cost computation, intelligent filtering, and Excel export using **React, Redux Toolkit, RTK Query, and MUI**, which **reduced planning time by 35%**, improved budget accuracy, and eliminated redundant API calls through normalized caching.
- **Orchestrated an end-to-end audit and purchase automation system** using **React, Redux Toolkit, and RTK Query**, empowering operations and finance teams to track, audit, and reconcile influencer payments — resulting in a **50% reduction in manual effort** and **40% faster ledger reconciliation cycles**.
- **Integrated vendor-ledger and payment intelligence dashboards** using **MUI, Day.js, and custom API hooks**, centralizing outstanding balances, advances, and payment status — delivering **actionable insights to finance teams** and **improving cash-flow forecasting by 30%**.
- **Developed a rich-text blog editor** with **React Quill**, integrated **AWS S3** file uploads via pre-signed URLs, and implemented live markdown previews and **SEO metadata generation**, **cutting content publishing times by 30%** and enhancing SEO.
- **Integrated the Instagram Graph API** to **automate vendor story metrics fetching** (reach, impressions), and streamlined data mapping to backend workflows — **improving plan generation speed by 30%** through more efficient data handling.

Software Development Engineer (Frontend), Infedis Infotech Aug 2023 - May 2024

- **Accelerated the migration of a React application to Next.js**, enabling **Server-Side Rendering (SSR)** and enhancing Search Engine Optimization (SEO), **resulting in a 30% decrease in page load time** and 40% increase in organic search traffic.
- **Led the front-end architecture** of a learning platform used by 10,000+ medical professionals, driving modular component development, route-based performance optimization, and scalable data fetching via **RTK Query**, improving load efficiency.
- **Engineered an AI-powered medical assistant** using **OpenAI APIs**, enabling semantic search across 1,000+ articles, drugs, and topics. Integrated interactive quizzes with **custom state machines**, **increasing engagement metrics by 45%**.
- **Architected a design system using Atomic Design principles**, built 30+ reusable components in **Storybook**, and implemented **Tailwind-based theming** — reducing UI inconsistencies and cutting development time by 25% across multiple modules.
- **Optimized critical render paths** by **deferring non-essential chunks**, introducing **granular route-level code-splitting**, and isolating or eliminating unnecessary third-party dependencies — **reducing Time-to-Interactive (TTI) by 20%**.

Software Development Engineer (Frontend), ISof360 InfoTech Mar 2022 – Aug 2023

- **Engineered an AI-powered predictive prefetching system** using real-time user interaction analysis to intelligently preload likely next pages, leveraging **JavaScript event listeners and React hooks**; **reduced average page load wait time by 35%**, enhancing navigation fluidity.
- **Executed comprehensive cross-browser testing** leveraging **Chrome DevTools, Firefox DevTools, and BrowserStack**, achieving **100% consistency in rendering and interactivity** across all major devices.
- **Refactored legacy JavaScript modules** and replaced inefficient state logic with **RTK slices and memoized selectors**, shrinking **bundle size by 20%** and boosting performance by 30%, reflected in Lighthouse scores.
- **Architected responsive UI systems** using **React and Tailwind CSS**, enabling pixel-perfect rendering across breakpoints and driving a **15% increase in user satisfaction** (validated via heatmaps).

Education

RGPV Bhopal, Master of Computer Application	2024
RGPV Bhopal, Bachelor's Degree	2021