

# Yash Soni

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📁 Portfolio

## Summary

- Experienced Software Engineer ( **3+ years**), adept in Front-end development using **NextJS, ReactJS, JavaScript**, coupled with Back-end proficiency in Ruby on Rails (RoR). Skilled in front-end unit testing with Jest and end-to-end testing using Selenium. Postgraduate from **IIT Guwahati**.

## Experience

### Zoca.ai

Senior Frontend Engineer

Nov 2024 - Current

Bangalore, India

- Engineered high-performance, scalable Next.js website templates using Static Site Generation (SSG), enabling mass deployment across 1,000+ SMBs and reaching millions of users.
- Developed an internal website editor tool, empowering non-technical users to customize and manage website content effortlessly, reducing developer dependency and boosting operational efficiency.
- Collaborated with designers and product managers to craft visually compelling, user-centric templates, ensuring brand consistency and business alignment.
- Optimized performance, SEO, and scalability by implementing enterprise-grade best practices, improving load speeds, Core Web Vitals (LCP, FCP), and search rankings.

### Microsoft (Viva Goals), Ally.io

Software Engineer

June 2021 – June 2024

Bangalore, India

- Led development of critical UI features for Microsoft Viva Goals (OKR platform), independently driving key deliverables while maintaining front-end best practices and conducting thorough code reviews
- Achieved 20% performance improvement by leveraging React Profiler and browser profiling tools to optimize component rendering and enhance application stability
- Spearheaded First Run Experience development, directly contributing to successful deal closures and platform expansion
- Led accessibility compliance initiatives, independently resolving over 60% of designated issues to enhance product usability and align with business objectives.
- Collaboratively managed the migration of components from AngularJS to ReactJS within our team, prioritizing app performance and enhancing page stability.
- Made significant contributions to localizing/translating our web application, playing a vital role in the successful product rollout in non-English speaking regions.

## Education

### Indian Institute of Technology, Guwahati

Masters in Technology (Computer Science Engineering)

2019-21

Guwahati, Assam

## Technical Skills

**Programming Skills** JavaScript/ TypeScript, C++

**Development** HTML5, CSS3, Tailwind-css, JS-ES6, ReactJs/ React.js, NextJs, Redux Toolkit (RTK) Query, Ruby on Rails (RoR)

**Test Frameworks** Jest, Selenium

**Tools** Git, Docker, VS Code (Visual Studio Code)

## Achievements & Certifications

- Registered a Patent at Microsoft for 'System and Method of Rendering User Interface Components based on User Interaction'