

# Aayushi Kambriya

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## SENIOR FRONTEND DEVELOPER

6+ years of Frontend experience with a focus on Javascript, React, and Typescript.

**Languages:** Javascript, Typescript, HTML5, CSS3,

**Runtime:** Node.js

**CSS Preprocessors** like SASS and SCSS.

**Libraries:** react, angular, redux, , typescript, react-router, tanstack libraries like react-query, react-table, GraphQL, styled-components, tailwind, UI components libraries like mantine, bootstrap, material UI, AntD, openAI libraries, nodejs libraries express, axios, lodash, moment, puppeteer.

**Testing libraries:** Cypress, Jest, Enzymes.

**Databases:** MongoDB, MySQL, PostgreSQL

**Tools:** JIRA, Git, Azure Devops.

**Bundlers:** Webpack, Vite.

**Npm registry:** Verdaccio  
AWS cloud services

### Shopflo - Lead Frontend Developer - Bangalore

Nov 2023 - April 2024

Shopflo has started a new vertical which is a warehouse native self hosted marketing tool. I was part of the core team that built the tool from the ground up.

- We used a mono repo structure where the backend is Nodejs, express, and typescript and the frontend is React, reducers, and context API for state management, typescript, react-query, tailwind, mantine, react-router using vite bundler.
- I delivered core features on the front end like Onboarding Schema using react-flow, campaigns, and analytics using the e-charts library resulting in the successful delivery of the beta version.
- I mentored team members, conducted code/design reviews, and implemented monitoring libraries like sentry.io to improve feature turnaround times and debuggability of issues.
- We implemented Eslint configs and Husky precommits to streamline the development experience.
- To streamline our workflow, we researched and implemented major chunks of code from an open-source library lightdash to expedite development cycles and ramp up our development maintaining strong coding standards.
- I directed the frontend team's strategy, ensuring alignment with business goals while driving the development of an MVP, contributing to design and feature development, and maintaining high code standards.
- Won the hackathon 2024 for the development of an AI-based email template generator which was gradually incorporated into the core product functionality.

### Senior Frontend Consultant

Jan 2023 - October 2023

Datafacade is a chat-based tool to connect multiple data sources to our product, enabling data analysts to query specific insights, visualize data, and automate monthly reports iteratively. The tech stack includes Java and Python in the backend and React, redux, typescript, and material UI in the front end.

- Developed and delivered features like chat-based connector, chat-based visualization, segmentation of data, and enabling iterative actions on the segmented data.
- Guided junior developers by enforcing robust code reviews, conducting tech sessions, bugathons, milestone achievements, and driving sprint planning.
- Improved Google Lighthouse score of the following metrics FCP, LCP, CLS, and Speed Index by 40% for better performance of the data application across all devices by implementing code splitting and reducing bundle size, removing unused exports, browser caching, and eliminating render-blocking resources.
- Achieved robust feature development and delivery by implementing CI/CD processes for creating builds and running tests on Git Hub.
- Achieved 70% reduction in production bugs by automating testing (Cypress & manual units) through Node.js, Cypress suite, and processing JSON input for comprehensive product testing.

### Tripadvisor - Senior Frontend developer - Remote

April 2022 - Dec 2022

I was part of the core team building the front end for the entire vacation rental and flight segment. We used React, GraphQL, Next.js, and Express.js

- Developed, tested, and deployed 10+ features like vacation rental list, property cards, search filters, photo gallery, smart pickers, and review sections using React, Typescript, and GraphQL. Features resulted in additional revenue of \$1.5 million
- Successfully migrated the code base of the Vacation rental booking website from React 14 class-based components to functional components with negligible downtime.
- Implemented advanced ReactJS patterns, virtualization, and better localizations by creating a custom hook along with the platform library.
- Focused on improving the performance of pages and reducing the speed index through optimized component rerenders and SEO-friendly practices using SSR.

**Loginext - Frontend Developer - Remote****Jun 2020 - March 2022**

- Core Team member in migrating the entire front end from Angular to React with a team of 3.
- Developed a component wrapper for major features in the product, including Custom Templates, Dynamic Listviews with Maps, Advanced Filter Search, Advanced Configurations Pages, and Client Onboarding Flows.
- Set up and developed a frontend library using React.js, Typescript, Redux, HOC patterns, context APIs, render Components, and moment.js for handling time zones across the app.
- Leveraged React-leaflet for handling map markers and interactions, React-Portals for Toast messages, and global models.
- Utilized Styled-Components and ContextAPIs extensively for global themes across the web page.
- Implemented test cases using Jest and Enzyme before publishing the libraries on npm.
- Rewarded Employee of the Month in Q3 2020 and got promoted to Senior Software Engineer in 2021, leading a 10-member team, mentoring and helping them achieve their professional goals.
- Conducted technical sessions for learning and knowledge sharing among fellow developers.

**Unifynd - Full Stack Developer - Mumbai****July 2019 - May 2020**

- Experience building APIs in Node.js, Express.js, knex.js, and PostgreSQL on a Backend project of a major Fish retailer called Cambay Tiger.
- I was part of the web application team for Phoenix malls to enable footprint and increase the offline traffic in the malls across India. We developed a frontend application in React, Redux, and Next.js for Server Side Rendering.
- Participated in design reviews and provided input in design recommendations.

**Nykaa / PipaBella - Frontend Developer****Jun 2017 - Jun 2019**

- Revamped the e-commerce website from Magento 1 to Magento 2.
  - Developed clean interactive components and functionalities using jQuery, and Vue.js with Magento framework, HTML5, and PHP.
  - Built various UI interactive games including canvas.js, GSAP, and three.js.
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**Entrepreneurship | Co-founder Binaryspook media works****2019 - 2022**

- Binaryspook was a versatile service-based company where we specialized in delivering tailored web solutions across diverse industries to boost the user acquisition and revenue generation potential of our clientele.
- Notable achievements include transforming Navnit Motors' sales through a custom-made website and increasing Studio32 Dental Clinic's conversion rates by 40% via comprehensive patient management tools.
- Built an affiliate marketing revenue channel for Binaryspook to generate substantial revenue and demonstrated our multifaceted digital commerce expertise.

**EDUCATION****Bachelor of Engineering: Computer Science - 2017**

K. J. Somaiya College of Engineering - 7.8 CGPA