

## EDUCATION

Ajay Kumar Garg Engg, College  
B.Tech CS 2017

## SKILLS

**FRONTEND:** ReactJs, Redux, JavaScript, HTML, CSS, SASS, LESS, Jest, React Testing Library, Webpack  
**OTHERS:** NodeJs, Git, Typescript

## EMPLOYMENT

**BREVO (FORMERLY SENDINBLUE)**  
Senior Software Engineer

Noida (Remote)  
Jan. 2022 to Current

As a Senior Software Engineer, my role extended beyond regular frontend development to encompass a range of responsibilities.

- I was responsible for monitoring the performance, identifying and resolving issues to reduce sentry errors, and enhancing web vitals.
- Guiding and mentoring junior developers to ensure that they adhered to industry best practices and maintaining a rigorous code review process.
- I closely monitored client support channels and provided production support, ensuring that our users received a seamless experience.

**BREVO (FORMERLY SENDINBLUE)**  
Software Engineer

Noida  
Sept. 2019 to Dec. 2021

As a Frontend Developer at our organization, I had the privilege of working on an exciting range of challenging projects.

- My primary responsibilities included creating reusable components and designing the architecture for react/redux-based applications.
- Integrating APIs, optimizing website performance, and maintaining the smooth functioning of projects by closely monitoring errors.
- As a mentor and guide, I took great pride in supporting junior developers and collaborating with colleagues to generate fresh ideas and features.
- I played a crucial role in identifying and onboarding top talent as part of the hiring process.

**AFINOZ**  
Software Developer

Noida  
July 2017 to Sept. 2019

- I primarily utilized ReactJs and MaterializeCSS to develop and enhance websites. My role involved handling the entire FrontEnd process, from designing the UI to integrating APIs.
- Improved web-vitals to reduce website homepage load time from 9 seconds to 0.8 seconds.
- I consistently explored new techniques and methods to improve SEO. In collaboration with the Digital Marketing team, I worked to improve on-page SEO and implemented dynamic JSON-LDs.
- Wrote scripts using node.js to scrape content from the website and dynamically generate sitemaps for one lakh plus urls.
- Additionally, I developed a CMS using a rich text editor, ReactJS, and MaterializeCSS, while integrating related APIs.
- Created CRM using chart.js for visualization, Redux-persistent to persist states even after logout, and local-storage caching to reduce server hits.
- In addition, I played a key role in the hiring process, conducting interviews and mentoring junior developers.

## PROJECTS

**PRICING V4**

Nov. 2021 to Current

- I played a crucial role in the front-end development of pricing v4, which aimed to cater to multiple verticals instead of just emails. This involved keeping up with fast-changing requirements and working through complex challenges.
- In addition to my development work, I was managing a team of six individuals and spearheading the development of a new pricing flow. Provided technical guidance and support to my team members, and conducted thorough code reviews.
- For this project, integrated Adyen as well as Stripe payment methods.

**REBRANDING TO BREVO**

Jan. 2023 to May 2023

- I was responsible for ensuring that the current production environment remained stable while simultaneously making the new theme changes available for Quality Assurance testing on the new domain.

**PRICING V2**

Sept. 2019 to June 2020

- I was responsible for developing the complete user journey, from plan selection to payment.
- My main focus was on creating reusable components and optimizing the overall experience.
- I created a separate React app from the existing mono repo and extracted reusable components that could be used in other repositories, making our development process more efficient and streamlined. Segregated some commons component further to be used by other repositories.
- Integrated FE part of Adyen payment method.

## AWARDS

Brevo (formerly Sendinblue) - 1ST PRIZE IN SIBTHON (HACKATHON)

Dec. 2020