ABHINAV RAI
FRONTEND DEVELOPER

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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

- Led frontend development for Pricing V4, launching CRM, Conversation, and Phone pricing verticals, fostering business growth.
- Implemented innovative solutions for unpaid invoices, improving cash flow and financial stability.
- Swiftly adapted payment flow post RBI changes, ensuring compliance and smooth operations.
- Monitored performance, reducing sentry errors, enhancing web vitals, and elevating the lighthouse score from below 50 to 85+ for all URLs.
- Implemented unit test cases, maintaining code coverage at 75%.
- Mentored junior developers, contributing to global projects like React boilerplate, Microfrontend architecture, Fe common components, and Design systems.

BREVO (FORMERLY SENDINBLUE)
Software Engineer — Noida — Sept. 2019 to Dec. 2021

- Created reusable components, designed architecture for React/Redux applications, and optimized website performance.
- Played a key role in identifying and onboarding top talent during the hiring process.

AFINOZ
Software Developer — Noida — July 2017 to Sept. 2019

- Utilized ReactJs and MaterializeCSS for frontend development, reducing homepage load time from 9 seconds to 0.8 seconds.
- Explored new techniques for SEO improvement, implemented dynamic JSON-LDs, and wrote scripts using node.js for content scraping and sitemap generation.
- Developed an in-house CMS using a rich text editor.
- Developed CRM using chart.js for visualization, Redux-persistent to persist states even after logout, and local-storage caching to reduce server hits.

PROJECTS

PRICING V4
Nov. 2021 to Current
Led frontend development, managed a team of six, and integrated Adyen and Stripe payment methods.

REBRANDING TO BREVO
Jan. 2023 to May 2023
Ensured production stability during theme changes for Quality Assurance testing on the new domain.

PRICING V2
Sept. 2019 to June 2020
Developed the complete user journey, creating reusable components, and optimizing the overall experience.

AFINOZ WEBSITE
July 2017 to Aug. 2019
Successfully launched Afinoz's main website and key sections including Personal Loan, Business Loan eligibility, application processes, blog, and dedicated bank pages.

AWARDS

Brevo (formerly Sendinblue) - 1ST PRIZE IN SIBTHON (HACKATHON)   Dec. 2020