

# ADITYA RAO

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## Profile Summary

Frontend Engineer with **4 years of hands-on experience in ReactJS, Angular, TypeScript/JavaScript and Tailwind CSS**. Successfully delivered 6+ high-impact applications across banking, telecom, and e-commerce sectors, impacting millions of users and increasing user engagement by over 25%. Skilled in optimizing performance, scalability, and building real-time systems, reducing load times by 30% and improving cross-platform compatibility. Passionate about crafting highly interactive user interfaces and optimizing performance for high-traffic applications.

## Skills

- React Js
- TypeScript/JavaScript
- Angular
- HTML/CSS
- TailwindCSS/Bootstrap
- Webpack
- Cypress

## Experience

### Rakuten Symphony

Aug 2022 - Present

Frontend Developer

Indore, Madhya Pradesh, India

- Engineered core features such as authentication, routing, and WebSocket integration, enhancing system availability by 20%. Also, Improved development efficiency by introducing TypeScript, accelerating test runs by 30%, and cutting build times by 40%.
- Established a ReactJS codebase with SSR and PWA support, reducing PageSpeed load times by 50%.
- Developed reusable ReactJS libraries that now power the Ecare Portal's core functionality and Collaborated with backend teams to integrate APIs, ensuring smooth data flow across the application.

### TechHelper Technologies

Nov 2019 - March 2022

Frontend Engineer

Bhopal, Madhya Pradesh, India

- Developed a single-page responsive application using Angular, TypeScript, and AJAX, **optimized for desktop, tablet, and mobile devices**, resulting in a 50% increase in Accessibility and ease of use for SMBs.
- Promoted performance optimizations, **reducing page load times by 40%** and achieving a **Google PageSpeed score of 90+** thus improving customer experience.
- Streamlined merchant payment workflows and **delevered technical solutions that improved process efficiency by 40%, reducing transaction time by 25% and minimizing errors by 15%.**

## Projects

### FriendZone | NextJS 13, React, TypeScript, TailwindCSS, Google authentication

Jan 2024 - Present

- FriendZone, is a **full-stack real-time messaging application using NextJS 13 and TypeScript**, featuring real-time messaging, friend requests via email, Google authentication, and protection of sensitive routes.
- **Reduced database query response times by 40%** using Redis, enabling high-speed data processing and real-time messaging even under heavy load.
- Leveraged NextJS 13's server-side rendering and incremental static regeneration to **improve the app's capacity to handle 30% more user traffic**, ensuring fast load times and reliable performance.

### Netflix Clone | React, redux, Tailwind CSS, JavaScript

Dec 2023 - Mar 2024

- Engineered a Netflix replica with React, Redux, and Tailwind CSS, **incorporated react-loading-skeleton and react-youtube, leading to a 30% reduction in API call latency and Improved Interactivity and usability by 20%.**
- Spearheaded an advanced search feature and movie listing page, enabling users to navigate to detailed views with movie summaries and trailers, **enhancing content discoverability and increasing user interaction by 50%.**
- Delivered a fully responsive UI using TailwindCSS, significantly enhancing user satisfaction and overall engagement.

### DigitalMint Crypto | React.js, JavaScript, material ui, Chart.js

Jan 2023 - Aug 2023

- Built DigitalMint Crypto, a cryptocurrency web app using React.js, Material-UI, and Chart.js, **overcoming UI build time challenges to deliver a responsive, intuitive interface that enhanced usability by 30%.**
- Integrated real-time APIs for up-to-date market data and implemented a **watch list feature, leading to a 25% increase in data accuracy and a 40% boost in user retention.**
- **Crafted an interactive carousel component for trending cryptocurrencies** and interactive charts with Chart.js, improving user interaction by 20% and reducing bounce rates by 15%.

## Education

### Sagar Institute of Research and Technology- Excellence

Aug. 2015 – Apr 2019

Bachelor of Technology - B Tech Bhopal, Madhya

Bhopal, Madhya Pradesh, India