

Akarsh Srivastava

Frontend Engineer 2 (SDE 2)

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Skills

Javascript, React, Redux, Nextjs, Typescript, Styled Components, GSAP, SCSS, Tailwind CSS, HTML/CSS.

Work Experience

Fashinza, Gurugram | Frontend Engineer 2

June 2022 - Present

- Designed and developed a mobile-responsive ecommerce flow with filters, search, pagination, and mixpanel analytics; resulting in a **30% increase in GMV booking** for the core business vertical and a **25% boost** in customer activity on the platform.
- Designed and built a fintech transaction dashboard to consolidate financial information from multiple sources, **reducing invoicing time by 30%**.
- Implemented 3D model rendering on the product description page using Google Model-Viewer and Three.js to enrich user experience, resulting in a **25% increase** in lead generation.
- Improved **Core Web Vitals** score from **52 to 80** by prioritizing critical rendering paths, leveraging lazy loading, and implementing asynchronous loading of JavaScript resources.
- Automated internal tools facilitating bulk upload of 2k+ SKUs via Excel, incorporating filters and trends insights, utilizing Virtualized tables and charts for efficient management of large datasets.
- Collaborated with cross functional teams to integrate micro frontends using webpack Module Federation for independent deployments.
- Implemented an automated github action for typescript, formatting and linting checks, enhancing code quality and streamlining pull request reviews.

DLT Labs, Noida | UI Engineer

September 2019 - June 2022

- Implemented new designs for the Asset Track platform(SCM) which increased platform adoption rate by **20%** and improved visibility into the supply chain process.
- Worked on providing Internationalization support to the DL Certify platform (Certificate Verification) which expanded its reach and accessibility to the global users by **15%**.
- Implemented Blog and News module serving over **10k+ monthly** readers.
- Collaborated on design and development of the DLT Labs website which currently caters to a million users.

Education

B.Tech - Information Technology | AJAY KUMAR GARG ENGINEERING COLLEGE | 2015 - 2019

Achievements

- Designed moral science books for classes 1-5, currently in use by more than 200 schools. Designs
- Mentored and guided 100+ students at UI & Graphic Design Workshop, BDCOE, AKGEC, 2018-2019.
- Won 1st position at Web Design hackathon, IMSUC, 2017 and 2nd position in Web and Graphic Design hackathon, ABES ACM 2017.