# Amit Rambaran

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## EXPERIENCE

**Goodfood Market Corp.**                                                          **Toronto, Ontario**
*Front-end Developer*                                                                  *2021 – Present*

- Developed front-end functionality including cart actions, purchases, BFF queries, and end to end customer experience journeys for an e-commerce site with React/Next.js
- Specialized in Google Analytics/Optimize/Tag Manager and increased customer acquisition by ~12% when transitioning to a new version of the company site
- Worked with designers and product managers in order to assess technical feasibility, time estimates, and potential changes to improve acquisition and retention rates

**ARCX Inc.**                                                                              **Toronto, Ontario**
*Full-stack Developer*                                                                              *2021*

- Developed a RESTful API for the company site with a full-stack workflow including HTML, CSS, JavaScript, Node.js, MySQL, Express.js and Pug
- Worked with software and hardware teams to debug and deliver user-friendly, full stack SaaS features for custom MES software used by industry leading automotive manufacturers
- Participated in daily scrum meetings to discuss progress, customer requirements, roadblocks and deployment strategies

**BMO Financial Group**                                                              **Toronto, Ontario**
*Front-end Developer*                                                                  *2019 – 2021*

- Developed personalized web experiences for high-traffic web pages via A/B testing and experience targeting to increase customer conversion by six-figure value realizations
- Collaborated closely with product owners and digital managers regarding initiative requirements, planning, development, and deployment for various lines of businesses within the bank
- Provided mentorship to junior developers by performing code reviews and hosting peer programming sessions in an Agile environment

**Reconnect IT**                                                                          **Toronto, Ontario**
*Front-end Developer*                                                                  *2017 – 2019*

- Utilized multiple APIs with Google Analytics to enable target audience segmentation and timestamped bookings
- Designed a landing page with custom CSS animations for a music production company to establish clearer brand presence and increase digital streams
- Leveraged WordPress for a recruitment company to enable users to apply to generated job postings within a locally geofenced area

## EDUCATION

**Ryerson University**                                                                  **Toronto, Ontario**
*Bachelor of Computer Science (B.Sc.)*                                                          *2019*

## SKILLS

*HTML, CSS, Javascript, React, Next, Tailwind, Jest, Node, GraphQL, jQuery, Google Analytics 360, Adobe Experience Cloud, Docker, NPM, Yarn, CI/CD, Git, Contentful, WEM, JIRA, Confluence, Responsive design, A/B Testing, W3C Compliance*