

ANITA KUMARI

Senior Frontend Engineer • UI/UX Specialist • Performance Optimization Expert

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PROFESSIONAL SUMMARY

Creative and performance-driven **Senior Frontend Engineer** with **10+ years** of experience building scalable, accessible, and visually compelling digital interfaces across **ReactJS, CMS platforms, and enterprise eCommerce systems**. Expert in transforming UX concepts into highly optimized production applications, boosting performance by up to **98%**, cutting load times by **60%**, and elevating UI consistency through reusable component design.

Skilled in collaborating with cross-functional teams, improving SEO architecture, and delivering responsive multi-platform experiences (Web, iOS, Android, XR). Recognized for strong ownership, problem-solving, and driving front-end excellence in agile environments.

CORE COMPETENCIES

Frontend: ReactJS, JavaScript (ES6+), HTML5, CSS3, Bootstrap, KnockoutJS, jQuery, SASS, LESS

UX / Prototyping: Figma, Adobe XD, Responsive Design, Accessibility (WCAG), Micro-interactions

CMS / SEO: WordPress, Oracle Cloud Commerce (OCC), Metadata, Structured Data, Sitemap, Schema

Tools: Git, JIRA, Postman, SVN, Lighthouse, Core Web Vitals, Agile/Scrum

Platforms: Web, iOS, Android, PHP, MySQL, Oracle Cloud

Soft Skills: Collaboration • Mentorship • Communication • Problem-Solving • Ownership

PROFESSIONAL EXPERIENCE

Senior Frontend Developer | Convergent Systems – Singapore | May 2023 – Present

- Modernized the corporate website using **ReactJS + ES6**, improving Lighthouse performance by **52%** and accessibility by **45%**.
- Designed and implemented **frontend data pagination** using batch-based API fetching, infinite scroll, and reusable pagination components-cutting initial load time by **~60%** and significantly **reducing memory usage**.
- Enhanced UX by introducing **concurrent API calls**, replacing slow sequential requests and achieving **~98% reduction in load time** (2-3 min → **~2 sec**).
- Optimized large dataset rendering using virtualization and skeleton loaders, increasing perceived performance and reducing DOM load by **~70%**.
- Built mobile-first responsive UI components that reduced layout issues by **70%** across breakpoints and improved cross-browser reliability.
- Integrated real-time JSON APIs with **30%** faster rendering speed through caching and optimized state management.
- Collaborated with UX teams to translate wireframes into interactive prototypes, improving task completion rate by **28%**.
- Contributed to sprint planning, code reviews, and delivery of features **20% ahead of schedule**.

Full Stack Developer (Freelance) | Singapore | Jul 2022 - May 2023

- Developed WordPress and ReactJS applications with **custom PWA support**, increasing mobile engagement by **35%**.
- Built reusable UI components and improved code modularity, reducing development time by **40%** for future enhancements.
- Strengthened SEO architecture (schema, metadata, indexing), driving **~25% improvement in organic traffic**.
- Introduced tailored UI/UX interactions (right-click disable, viewport logic), increasing user session duration by **18%**.
- Built modular UI components from Figma wireframes, enabling rapid integration into production systems.
- Authored documentation (DFDs, Git workflows) that reduced onboarding time by **30%** and improved cross-team coordination.

Senior Web Developer | Oracle - India | Sep 2018 - Jul 2022

- Designed and built scalable eCommerce features using **OCC, ReactJS, KnockoutJS**, and Redux Saga/Thunk.
- Developed and maintained reusable UI libraries, reducing code duplication by **55%** and UI bugs by **32%**.
- Managed catalog and inventory modules, API integrations via Postman, and deployments through DCU.
- Mentored junior developers-**5 team members promoted**, improving team skill maturity.
- Improved mobile performance by **38%** through responsive redesigns and cross-browser compatibility testing.
- Led SEO improvements that increased product discoverability by **~22%**.
- Led the development of a TCS microsite on Oracle that generated **\$1M+** in revenue; recognized by management for technical and business impact.
- Collaborated closely with international teams and end users to identify and resolve front-end issues, ensuring seamless functionality and optimal user experience.

Assistant Consultant | Oracle - India | Apr 2016 - Sep 2018

- Rebuilt Oracle University's website with modern responsive layouts and integrated dynamic course content, reducing bounce rate by **29%** and streamlining learner experience.
- Enhanced CMS workflows, improving content publishing efficiency by **35%**.
- Collaborated with product & design teams to deliver consistent UI flow across the platform.

Web Developer Viaweb Technology / GCS Infotech - India | Nov 2012 – Dec 2015

- Delivered end-to-end website solutions using PHP, WordPress, and MySQL.
- Built SEO-optimized, responsive UI layouts, improving mobile usability by **50%**.
- Created newsletter templates and UI modules that boosted marketing CTR by **15-20%**.

EDUCATION

Bachelor of Technology in Computer Science (2012)

CERTIFICATIONS & AWARDS

- OCI Foundation Certification - Oracle (2021)
- Google UX Design Certificate (in progress)
- Oracle University "**Customer Delight**" Award