

Ashish

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WORK EXPERIENCE

UrbanIQ

Toronto, Canada

Full-Stack Engineer

April 2025 – Present

- **Designed and developed** the UrbanIQ smart-pet-tech platform from scratch, leveraging *Next.js, React, Node.js, and MongoDB*, delivering a fully responsive, cloud-hosted e-commerce site.
- Implemented a **product showcase and cart system** for IoT pet devices (smart feeders, cameras), integrating **secure checkout** and mobile-optimized UX to increase engagement and conversions.
- Built cloud deployment pipelines with **GitHub-based CI/CD** and containerized infrastructure, ensuring high availability and rapid, error-free feature releases.
- Integrated customer testimonials, trust metrics, and *dynamic analytics* to enhance credibility and improve visitor-to-customer conversion rates.
- **Optimized SEO and performance** with image optimization, code splitting, and schema markup, resulting in faster load times and improved organic visibility.

Anytime Cell Care

Toronto, Canada

Full-Stack Developer

November 2023 – March 2025

- Developed and launched a comprehensive e-commerce and service platform using **Next.js 15** with **App Router, MongoDB, React, and Node.js**.
- Implemented a dynamic product catalog with advanced filtering for phones, accessories, and devices, increasing user engagement by 40%.
- Built a robust **inventory management system**, improving stock accuracy by 25% and reducing overstocking by 15%.
- Implemented SEO best practices, including **dynamic sitemap generation** and Schema markup, resulting in a **50% increase in organic search visibility**.
- Optimized site performance, achieving a **30% reduction in page load times** and a 20% increase in conversion rates.

PROJECTS

Byteinit - Helps developers to find useful resources

- Developed a full-stack web application using **Node.js, Express, and MongoDB** for efficient management and browsing of developer resources with roles based access control.

Skillmate - eLearning Platform

- Developed an intuitive eLearning platform using Django & SQLite (*user-friendly* for instructors & students).
- Implemented secure access & management of courses & data.

EDUCATION

Georgian College

Toronto, ON

Post Graduate Diploma, Computer Programming

May 2023 - December 2024

SKILLS

Languages: JavaScript (React.js, Next.js), Python, HTML/CSS, PHP, Java, SQL (PostgreSQL, MySQL, MongoDB)

Tools: Figma, Notion, Git, GitHub, Google Analytics, Microsoft Office suite, ZOOM, Teams, Slack, Discord, Vercel