

# Ashish Surana

Senior Software Engineer (Frontend)

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## Summary

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Frontend Engineer with 8+ years of experience in JavaScript and React, specializing in building scalable web applications across B2C and B2B SaaS products. Skilled in UI development, performance optimization, and delivering user-focused experiences. Proven track record of leading frontend initiatives, enhancing design systems and driving cross-functional collaboration to align technology with business KPIs.

## Skills

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**Proficiency:** JavaScript, TypeScript, Functional programming

**Libraries:** React, Redux, Jest

**Frameworks:** Express, Node.js, Next.js

**Also familiar with:** Electron, Firebase, GraphQL, Unit Testing

**Automation:** GitLab CI

**Release Management:** A/B Testing, npm and Semver

## Experience

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### Level AI

Noida, India

SENIOR SOFTWARE ENGINEER (FRONTEND)

Sept. 2022 - Oct. 2025

- Led frontend development for the **Core** and **Analytics module** of Level AI's **AI-powered customer service platform** (Series A → C growth stage), focusing on clean code and scalable, high-performing UI.
- Reduced **page load time by 50%** through **performance optimization**, lazy loading, and code splitting, improving overall user experience and engagement.
- Owned and maintained the **company-wide design system**, **unit test suite**, and core **frontend utilities**, increasing component reusability and reducing design inconsistencies by 80%.
- Implemented **GitLab CI/CD** pipelines and **AI-assisted automation** to improve testing and deployment workflows, achieving **65% code coverage** and faster release cycles.
- Contributed to **recruitment, onboarding, and mentorship** of new engineers, promoting a culture of code quality and shared ownership.
- Tech stack: React, TypeScript, A/B Testing, Firebase, Data visualisations, Jest**

### Trivago

Düsseldorf, Germany

SENIOR SOFTWARE ENGINEER (FRONTEND)

Nov. 2020 - Aug. 2022

- Contributed to Trivago's global hotel metasearch and booking platform, leading frontend development for the **Express Booking** experience.
- Owned the end-to-end implementation of booking flows — including technical design documentation, resolving **frontend technical debt**, and optimizing performance — resulting in a **3% improvement in conversion rate**.
- Successfully migrated a PHP powered web page to React while keeping business KPIs intact.
- Tech stack: React, Typescript, Symfony, Server Side Rendering, A/B Testing**

## Innovaccer

SOFTWARE DEVELOPMENT ENGINEER - I

Noida, India

Jan. 2018 - Nov. 2020

- Contributed to **Innovaccer's healthcare data activation platform** for care management, building and scaling **micro frontend applications** which improved page load time by 40%.
- Owned the **end-to-end development and release** of two major product modules, improving frontend performance, code maintainability, and UI consistency across teams.
- Collaborated closely with product managers, designers and QA teams to deliver high-quality, user-focused solutions within Agile sprints.
- Tech stack:** React, AngularJS, **Next.js**, Express, **Server Side Rendering (SSR)**

## AadhaarApi.com

JAVASCRIPT ENGINEER

Pune, India

Aug. 2017 - Jan. 2018

- Worked at AadhaarAPI that built SDKs to harness the power of India's Aadhaar biometric database covering over 1.3 billion people.
- Built a dashboard from scratch and developed optimized REST APIs to streamline workflows.
- Tech stack:** React, Redux, Server Side Rendering, Node.js, AWS

## Education

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Rajasthan Technical University

Kota, India

BACHELOR OF TECHNOLOGY, COMPUTER SCIENCE ENGINEERING

June 2017

## Awards

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Star Performer, Peer Recognition Awards

Level AI

DECEMBER, 2024

Hackathon Winner

Trivago

MARCH, 2022

## Contact

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**GitHub:** <https://github.com/ashishsurana/>