

Ashish Surana

Senior Software Engineer (Frontend)

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Summary

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

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, Observability

Experience

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

Rajasthan Technical University

BACHELOR OF TECHNOLOGY, COMPUTER SCIENCE ENGINEERING

Kota, India

June 2017

Awards

Star Performer, Peer Recognition Awards

DECEMBER, 2024

Level AI

Hackathon Winner

MARCH, 2022

Trivago

Contact

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