

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 platforms. 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, Functional programming

Libraries - React, Redux, Jest

Frameworks - Express, Node.js, Next.js

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

Automation - GitLab CI

Release Management - A/B Testing, npm & Semver

Experience

Level AI

Noida, India

SENIOR SOFTWARE ENGINEER (FRONT-END)

Sept. 2022 - Present

- Led frontend development for the Core and **Analytics module** of Level AI's **AI-powered customer service platform**, focusing on clean code to deliver scalable and 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

SOFTWARE ENGINEER (JAVASCRIPT)

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**.
- Collaborated with **designers, product managers, and cross-functional engineering teams** to align product features with business KPIs and deliver consistent, user-centered experiences.
- 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 front-end 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

Kota, India

BACHELOR OF TECHNOLOGY, COMPUTER SCIENCE ENGINEERING

June 2017

Awards

Star Performer, Peer Recognition Awards

Level AI

DECEMBER, 2024

Hackathon Winner

Trivago

MARCH, 2022

Contact

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