

ASHNEEL KUMAR

SENIOR SOFTWARE ENGINEER

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ABOUT ME

Experienced and passionate Senior software engineer with 7 years of experience building sleek front-end components and robust back-end solutions for Sitecore CMS-driven websites. With strong expertise in front-end technologies like React and a solid grasp of backend principles, I thrive on creating clean, user-focused digital experiences. Currently, I'm expanding my skill set by working toward the Meta Front-End Developer Professional Certificate, driven by a desire to broaden my horizons and fully explore my creative potential in front-end development bringing greater innovation, versatility, and value to the businesses I work with.

SKILLS

ReactJS

Javascript

Redux

Figma

CSS

JQuery

Git

HTML5

.NET C#

Azure

Agile

Postman

Sitecore

SQL

Azure DevOps

- Translate complex UI/UX requirements into responsive, performant front-end solutions
- Develop clean, scalable, and maintainable code using modern frameworks like React
- Ensure smooth deployment and operation of front-end applications in production environments
- Teamwork and collaboration ensuring timely delivery
- Strong ability to work with cross-functional teams, including designers, product managers, and backend engineers.

WORK EXPERIENCE

Mercury NZ

Auckland New Zealand

● Senior Software Engineer

Jan 2024 - Present

● Software Engineer

May 2022 - Jan 2024

Key Responsibilities (In addition to my responsibilities in previous role) :

- **Code Reviews and Mentorship:** Conducted detailed code reviews and mentored team members to uphold coding standards and best practices.
- **Release Management:** Managed deployment pipelines, ensuring smooth and timely releases.
- **Refactoring Legacy Code:** Took a lead role in getting tech-debt identified and priotised, achieving modernisation of outdated codebases to improve performance and maintainability.
- **Branching Strategy:** Took a lead role in forming and maintaining our branching strategy, ensuring smooth and clean code merges during a period of high activity in the code repo
- **P1 support/Issue resolution:** Supporting any Priority issues and helping the wider dev team in cases where a priority issue is raised

Key Projects

- **Website Redesign and Integration:** Following Mercury NZ's acquisition of Trustpower in 2022, played a pivotal role in the redesign and integration of the two companies' websites. This involved creating a unified digital presence that combined the functionality of both legacy sites under a new brand identity.
- **Google Analytics:** Key contributor in the implementation of google analytics on the entire website, helping achieve greater visibility and tracking across the website, particularly in the sale/commerce journey
- **Abandoned Cart/Save for later:** Lead role in getting these features completed in time

Trustpower

Tauranga New Zealand

Software Developer

Dec 2017 - May 2022

Key Responsibilities:

- **Feature Development** - Implement new website features to improve user experience
- **Bug Fixing:** Diagnosed and resolved critical issues to ensure site reliability.
- **Documentation:** Authored comprehensive technical documentation to support team workflows.

Key Projects

- **Sitecore Upgrade:** Upgraded the main CMS platform from Sitecore 8.1 to Sitecore 10.1, ensuring a seamless transition and leveraging new features to enhance site capabilities.
- **Service Sign-Up Process Overhaul:** Implemented a comprehensive redesign of the customer sign-up process, streamlining user interactions and improving conversion rates.
- **Summer of tech:** Contributed to the recruitment of summer interns through the summer of tech program. Including meet and greet events, representing the company, shortlisting candidates and conducting speed interviews

Electrix

Auckland New Zealand

Software Developer

Nov 2016 - Dec 2017

Developed a software project called LoneSafe for Electrix Ltd. This cloud-based platform tracks lone workers through their Android smartphones, allowing Electrix to monitor their employees from a distance and ensure their safety.

Massey University

Auckland New Zealand

Intern Software Developer

Aug 2016 - May 2017

Contributed to the design and development of a virtual research environment portal for the Massey University Geoinformatics Collaboratory.

EDUCATION

BACHELOR OF INFORMATION
SCIENCES (BINFSC), SOFTWARE
ENGINEERING

Massey University

2013 - 2016

NATIONAL CERTIFICATE OF
EDUCATION (NCEA)

Northcote College

2008 - 2012

INTERESTS

Creative at heart—whether it's diving into fiction, mixing up a new cocktail, or crafting DIY projects. I love exploring nature through beach days and hikes, and I'm a proud plant parent with a growing indoor jungle.

REFERENCES AVAILABLE ON REQUEST