




ASHNEEL KUMAR

SENIOR SOFTWARE ENGINEER

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 @reallygreatsite

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 as so adding additional value to my clients

SKILLS

ReactJS

Javascript

Redux

Figma

CSS

JQuery

Git

Azure

DevOps

SQL

HTML5

Azure

.NET C#

Postman

Agile

Sitecore

- 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

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**Refactoring Legacy Code:** Took a lead role in getting tech-debt identified and priotised, achieving modernisation of outdated codebases to improve performance and maintainability.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 the recruitment of summer interns through the summer of tech program. Including meeting and great 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

I am keen reader (mostly fiction), Love the beach, and going on hikes. Plant enthusiast and interest in mixology, DIY,

REFERENCES AVAILABLE ON REQUEST