

Deepak Kumar

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Portfolio link: [My Portfolio](#)

PROFESSIONAL SUMMARY

- Dedicated and results-driven Front-End Developer with **over 3.5+ years** of experience specialising in building modern, scalable web applications using **React.js, Next.js, JavaScript, and TypeScript**. Proven expertise in developing high-quality user interfaces, optimising performance, and delivering exceptional user experiences.
- Skilled in designing and structuring responsive web pages that balance functional requirements with modern, aesthetic designs, ensuring seamless performance across devices, including smartphones and tablets.
- Proficient in integrating **RESTful API and third-party** services into front-end applications, ensuring smooth communication between client-side and server-side operations.
- Expertise in state management using **Redux and Redux Toolkit**, with a focus on maintaining clean architecture and scalable codebases.
- Committed to maintaining code quality through the implementation of best practices, reusable common components, thorough code reviews, and adherence to industry standards.
- Strong experience in **performance optimisation**, including lazy loading, code splitting, and minimising render bottlenecks to enhance application speed and responsiveness.
- Adept at working with build and deployment pipelines, with hands-on experience deploying front-end code through **Jenkins CI/CD processes**.

TECHNICAL SKILLS

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|--|-------------------------------------|
| ➤ React JS | ➤ Jenkins for Deployment of code |
| ➤ Next JS | ➤ Contentful / Strapi (CMS) |
| ➤ Redux / Redux Toolkit | ➤ Agile Methodologies, Scrum, Agile |
| ➤ BootStrap / Material UI / TailWind | ➤ Jira Dashboard |
| ➤ JavaScript ES6 / Type Script | ➤ HTML5, CSS3, SCSS |
| ➤ Visual studio, Jira Board, Sonar Cloud | ➤ Google Analytics, GTM |

EDUCATIONAL QUALIFICATION

- Completed **B.E** from **LNCTS, Bhopal** in **ECE** branch under **RGPV, Bhopal** in **2017**.
- Completed Higher Secondary (**12th Science**) from **CM Science College** under **BSEB** in **2013**.
- Completed Secondary School (**10th**) from **K.V No2 DBG** under **CBSE** in **2011**.

JOB EXPERIENCE

Retail Insights Pvt Ltd - Bangalore

(02-05-2022-Present)

Client: SSBeauty (by Shoppers Stop)

- Spearheaded the development and integration of a multi-tier loyalty membership program (First Citizen, Silver Club, Golden Glow, Platinum, Black Card) into the SSBeauty platform.

- Designed and built dynamic user flows for enrollment, tier upgrades, and rewards tracking, enhancing customer engagement.
- Collaborated with backend teams to integrate real-time membership status and personalised benefits into user profiles and the checkout experience.
- Implemented GA4 analytics across the platform, enabling precise user behaviour tracking and delivering actionable insights to business teams.
- Boosted application performance by introducing lazy loading strategies and optimising initial page load times by SSR.

Client: Decathlon Play & Partner Central App

- Developed and deployed the bulk status update feature in the Partner Central Admin Panel, significantly improving operational efficiency.
- Enhanced the UI/UX across dynamic components with Next.js, leading to improved user satisfaction and faster interface interactions.
- Built robust and scalable admin panel modules for better lead management, with a focus on clean code architecture and high performance.
- Partnered with cross-functional teams to deliver new features seamlessly, maintaining high code quality, performance standards, and responsiveness.

Client: Decathlon Philippines & Vietnam

- Developed responsive, mobile-first interfaces using React.js, React Bootstrap, and CSS media queries, ensuring seamless experiences across all devices.
- Engineered modular, reusable React components aligned with best practices to maintain clean and scalable codebases.
- Integrated and customised various UI elements like accordions, date pickers, time pickers, alerts, modals, enhancing overall user experience.

PERSONAL STRENGTH

- Flexible with the environment and positive thinker.
- Quick Learner of new things and hardworking and enthusiastic.

PERSONAL DETAILS

Father's Name	:	Ram Pukar Roy
Date of Birth	:	25/01/1996
Nationality	:	Indian.
Gender	:	Male
Languages known	:	English / Hindi

DECLARATION

I do hereby declare that the entire particulars given above are true to the best of my knowledge and belief.

Place: Bangalore

Date:

Deepak Kumar