Nirmal P

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Frontend Engineer (React, Next.js | SSR, SSG | E-commerce Platforms)

SUMMARY

Frontend Engineer with 3 years of experience building scalable B2B & B2C e-commerce platforms using React.js and Next.js. Delivered 12 + production websites serving 10M + users, with strong expertise in SSR, SSG, performance optimization, SEO, and CMS-driven architectures. Experienced in internal framework development, analytics integration, and collaborating with global product stakeholders.

EXPERIENCE

Roanuz Softwares   Jan 2023 – Present
Frontend Engineer   Chennai, India

- Core contributor to **Omnishop**, an internal Next.js-based e-commerce framework powering 12 + B2B & B2C websites serving 10M + users.
- Designed and developed scalable frontend architecture using React.js and Next.js with SSR and SSG for SEO-critical pages.
- Migrated category pages from Magento queries to Algolia-powered search, reducing load time from 8–12s to ~500ms and improving API efficiency.
- Architected CMS-driven page schemas using DatoCMS and GraphQL, enabling non-technical teams to build complex e-commerce pages in under 30 seconds.
- Integrated Google Analytics, GTM, Meta Analytics, and Klaviyo to support behavioral tracking and personalized marketing flows.
- Delivered advanced features including Gift Registry, delivery and pickup scheduling logic, and personalization modules.
- Collaborated with Iceland-based stakeholders, participated in sprint planning, and owned end-to-end frontend delivery.

PROJECTS

Omnishop – Internal E-commerce Framework

- Flagship internal framework built with React.js and Next.js to rapidly launch and scale B2B and B2C e-commerce websites.
- Supports CMS-driven content (DatoCMS), SSR/SSG for SEO, Algolia-based search, and marketing integrations.
- **Sample Sites**: a4.is, ht.is

Hringdu – Telecommunication Website

- Led frontend rebuild using Next.js, TypeScript, and DatoCMS for a high-performance public-facing website.
- Built an interactive questionnaire to recommend personalized internet plans based on user inputs.

SKILLS

Frontend: React.js, Next.js, JavaScript (ES6+), TypeScript, HTML5, CSS3, SASS, Styled Components, SSR, SSG, SEO, Performance Optimization
Backend / APIs: Node.js, REST APIs, GraphQL
E-commerce & CMS: Magento, DatoCMS, Algolia Search, Klaviyo
Cloud & DevOps: AWS (Lambda, DynamoDB – working knowledge), CI/CD (GitHub Actions), Nginx, PM2
Tools: Git, Figma, Google Analytics, Google Tag Manager, Meta Analytics

EDUCATION

Meenakshi Sundararajan Engineering College   2013-2017
B.E. Mechanical Engineering   Chennai, India