Ayush Shah

Frontend Developer

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PROFILE

Senior Frontend Developer with **4+ years** of experience delivering **40+ high-performance, accessible, and visually engaging** web applications using **React**, **Next.js**, **Typescript** and **Tailwind CSS**. Passionate about crafting **seamless, user-first digital experiences** for platforms with **10M+ users**. Skilled in **performance optimization**, **WCAG-compliant UI design**, and **leveraging AI tools** to increase development efficiency by **60%**. Committed to continuous learning and collaborating on innovative projects that push the boundaries of modern web development.

SKILLS

Frontend — React.js, Next.js, Tailwind CSS, JavaScript, TypeScript, GSAP, **Backend & API** — Node.js, Express.js, REST APIs, MongoDB, Prisma, **Tools & Libraries** — Git, Figma, Postman, VS Code, Chart.js, Auth.js, **AI & Automation** — Cursor AI, GitHub Copilot, AI-based code review tools, workflow automation, **Core Skills** — Performance Optimization, WCAG Accessibility, Responsive Design, UX-Centric Development

PROFESSIONAL EXPERIENCE

Sportz Interactive, *Senior Frontend Developer*   11/2022 – Present | Mumbai, India
- Led **7 major projects** from concept to launch, ensuring on-time delivery and high client satisfaction.
- Built and optimized **40+ high-performance web applications** for brands like **WPL, ISL, and Gujarat Titans** using React, Next.js, Nuxt, Tailwind CSS, and GSAP.
- Developed and launched **User Poll functionality** that enabled **25,000+ users** to participate in match predictions and best-player votes.
- Collaborated with **7 developers, 4 designers**, and multiple stakeholders to deliver **15+ features** on schedule, improving engagement by **20%**.
- Improved load speed by **40%**, achieved **100% accessibility scores** in PageSpeed, and integrated live sports APIs for platforms with **10M+ users**.
- Implemented secure login and signup for **51,000+ users**, ensuring seamless authentication and data safety.
- Automated workflows using AI tools, boosting **team productivity by 60%** and creating reusable UI components.
- Streamlined development with **Gulp-based SCSS compilation** and image compression, reducing build time.
- Produced clear documentation and effectively communicated technical concepts to non-technical stakeholders.

Dataviv Technologies, *Frontend Developer*   07/2021 – 10/2022 | Mumbai, India
- Delivered **20+ responsive client websites** including **DatavivTech**, Venya, **Kaya skin care** and **Stockbee** using React, Bootstrap, and jQuery.
- Built a **real-time dashboard** with Chart.js and developed the UI for an **AI-powered skin scanner** enabling facial analysis and personalized product recommendations.
- Collaborated with backend teams to implement **secure authentication** and integrate APIs across **50+ projects**.
- Improved cross-device compatibility and ensured **pixel-perfect, responsive designs**.
- Redesigned existing websites to improve **navigation, accessibility, and SEO rankings**.
- Developed **user-friendly forms** with validation and error handling, enhancing data accuracy.

PROJECTS

Admin Panel CMS, *Next.js, Tailwind CSS, Auth.js, Prisma, AWS*
- **Content Creation Tools:** Integrated image uploads and a rich text editor for intuitive blog publishing.

- **AI-Powered Writing:** Added AI integration to transform raw ideas into complete blog posts.
- **Tech Stack:** Built with **Next.js**, **Prisma**, **Tailwind CSS**, and **TypeScript** for performance, scalability, and maintainability.

School VR Platform, *React.js, Swiper.js, EmailJS, SASS, Custom Backend (Freelance)*
- Developed an **interactive VR-style education platform** with immersive environments to enhance learning engagement.
- Integrated **Swiper.js** for smooth VR navigation and **EmailJS** for direct communication without leaving the platform.
- Built a **custom backend** for authentication, session management, and secure data handling.

Aonix, *React.js, SASS, EmailJS, Swiper.js (Freelance)*
- Collaborated with a designer to translate flow and animation requirements into a responsive, visually appealing website.
- Built interactive sections using **Swiper.js** and implemented **EmailJS** for seamless contact form integration.
- Ensured cross-device compatibility and optimized performance for smooth user experience.

TradeBattle Website, *React.js, GSAP, SASS, HTML5, EmailJS*
- **GSAP Animations:** Created smooth, scroll-triggered, and direction-aware animations, including a dynamic card-based intro and section transitions.
- **Entry/Exit Transitions:** Researched and implemented complex component animations for a polished user experience.
- **Clean Styling:** Leveraged SASS features like variables, nesting, and mixins to build a structured and reusable styling system.
- **Performance Focus:** Optimized animation logic to maintain smooth rendering without compromising performance.

Cricket Snake & Ladder, *(Hackathon – 2nd Place) | ReactJs, SCSS*
- Created a cricket-themed Snake & Ladder game in **2 days** with custom game logic and sound effects.
- Presented to high engagement; solved **board traversal challenges** under time constraints.

Other
React-Redux Based Watch listing: https://watch-listing.netlify.app/ 🔗
React-Redux Based Job Listing: https://jobs-listing-by-ayush.netlify.app/ 🔗
React Based Slack Landing Page: https://slack-clone-bg-ayush.netlify.app/ 🔗
React Based Netflix Landing Page: https://ayush-web-notflix.netlify.app/ 🔗

COURSES

JavaScript Mastery, *Front End Web Development*   2021 – 2021
- Learnt Advance JS by this course and during this time worked on many projects which have some complex Javascript logic
- Created 15+ website design from Google during course

Full Stack Web Development, *Apna College*   2022
- Completed full-stack web development certification course at Apna College,
- Developed over 20 projects, such as the Simon Says game and Sportify clone,

EDUCATION

Amity University, *Bachelor of Computer Applications (BCA)*   07/2022 – 07/2025
CGPA: 7.0 Learned foundational programming, basic data structures, and web technologies