Samrat Dutta Roy

✉ samratduttaroy008@gmail.com   in linkedin.com/samrat-dutta-roy

🎓 Education

Bachelor Of Technology in Mechanical Engineering, National Institute of Technology Silchar

💼 Professional Experience

**Frontend Developer, Vinsol | STADIUM**   Sep 2022 – present

- **WordPress Integration for Marketing Pages:**
  Proposed and implemented a stop-gap solution to integrate WordPress-hosted marketing pages into our Next.js app. This approach enabled a gradual transfer of content from WordPress to the new site, preventing a prolonged period of blocked updates and maintaining content flexibility during the migration.
- **Service Worker Implementation for Performance Enhancement:**
  Integrated a service worker into SnackMagic.com to leverage browser caching, which improved site performance and reduced load times by 30%.
- **Micro-Frontend Architecture Development:**
  Introduced a micro-frontend architecture that decouples shared components into independent repositories. This innovation facilitated the reuse of components across multiple sites, allowing for independent development and deployment. The new architecture reduced deployment time from an average of 22 minutes to just around 5 minutes, representing a 77% improvement in deployment efficiency for shared components across various verticals.
- **Multi-Language Support Implementation:**
  Implemented a multi-language translator across multiple sites, supporting a diverse range of languages and regions. This enhancement significantly improved the user experience for a global audience by providing localized content.
- **Personalized Gifting Enhancements:**
  Added support for emojis and stickers, enabling personalized gifting messages and enhancing the user experience on our platform.
- **Comprehensive Analytics Integration:**
  Integrated June.so and Microsoft Clarity analytics across all applications, providing comprehensive tracking and analysis of customer behavior. These tools delivered enhanced insights into user interactions and engagement, informing data-driven decision-making.
- **SEO Enhancements and Collaboration:**
  Implemented SEO enhancements across multiple pages by integrating canonical URLs, adding metadata, and utilizing server-side rendering with Next.js. Collaborated closely with the SEO team to apply their strategic recommendations.

**Senior Analyst, Capgemini India Pvt. Ltd**   Jun 2021 – Sep 2022

📁 Personal Projects

Portfolio website, https://dutta-roy-samrat.github.io/Portfolio ⧉   Sep 2022 – Sep 2022
- Built using ReactJS
- Used redux reducers and actions for global data management
- Used react router to serve different pages on different routes
- Used EmailJS api to receive mails

Quizzical, https://dutta-roy-samrat.github.io/QuizApp/ ⧉   Apr 2022 – Apr 2022
- A simple, responsive quiz website built with the help of React JS.
- Used functional components and React hooks to manage data in the application

🧩 Programming Skills

- Languages/Frameworks - JavaScript, Next.js, React, Redux (Redux Toolkit), React Router
- Other tools: June.so, weglot