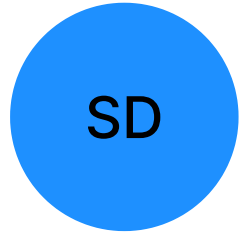


SAMRAT DUTTA ROY

Frontend Developer

@ samradduttaroy008@gmail.com

https://www.linkedin.com/in/samrat-dutta-roy-032a86194



EXPERIENCE

Frontend Developer

Vinsol | STADIUM

09/2022 - Present Remote

- 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 strategic recommendations, ensuring improved search engine rankings and webpage visibility.
- Experience with Headless CMS Integration:** Successfully integrated Prismic, a headless CMS, into our website to serve dynamic content. This integration streamlined content delivery, improved scalability, and optimized website performance. Leveraged Prismic's features to create an efficient content management workflow, allowing non-technical team members to manage content effortlessly. By decoupling content management from the frontend, it enhanced load times and significantly improved the user experience.
- Technical Leadership and Mentorship:** Conducted code reviews, mentored junior developers to enhance code quality, and conducted mock interviews to prepare new developers for technical roles within the company.

Senior Analyst

Capgemini India Pvt. Ltd

06/2021 - 09/2022 Remote

SKILLS

REST API Caching Javascript

Next.js React Hooks

React Router TypeScript

React JS Redux Redux toolkit

Typesense June.so GraphQL

Prismic

FIND ME ONLINE



Linkedin

https://www.linkedin.com/in/samrat-dutta-roy-032a86194

PERSONAL PROJECTS

Portfolio

2022

https://dutta-roy-samrat.github.io/Portfolio/

Description

- Built using ReactJS
- Utilized redux reducers and actions for global data management
- Utilized React Router to serve different pages on different routes.
- Utilized EmailJS package for contact email

INDUSTRY PROJECTS

Worked on several features of :

- www.bystadium.com
- www.swagmagic.com
- www.snackmagic.com

EDUCATION

Bachelor of Technology in Mechanical Engineering

National Institute of Technology Silchar

2017 - 2021 Silchar