Ganesh Choudhary

Senior Software Development Engineer (Frontend)
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Professional Experience:

7 years as Frontend Engineer

CleverTap | Senior Frontend Engineer | Mar 2022 to Present : Core-App: Journeys and Automation

- Owned frontend for a visual journey automation builder enabling flexible omnichannel notifications at **1B+ MAU** scale.
- Delivered live journey editing and versioning with performance comparisons; adopted by **50%+** customers and prevented **$800K ARR churn**.
- Led frontend development for post-acquisition integrations, contributing to the migration of **85% of acquired revenue** onto the core platform.
- Optimized GoJS canvas and API orchestration, cutting journey load time by **75% (90s → 20s)**.
- Introduced **decision and personalization nodes** (actions, properties, profile updates) to enable advanced user segmentation and targeting.
- Built **campaign and journey replication** features across projects, significantly reducing setup time for enterprise marketing teams.
- Integrated **AI-assisted** content generation (Scribe), reducing notification creation time from days to minutes for **2000+ customers**.
- Built a frontend validation framework for journey nodes, eliminating backend dependency and enabling real-time feedback.
- Led UI revamps and complex bug fixes across Campaigns and Journeys, improving usability, stability, and visual consistency.
- Migrated core Campaigns and Journeys modules to a new frontend architecture, resolving **100+ customer-reported issues** within three months.
- Mentored peers and influenced frontend architecture decisions, driving scalable and maintainable solutions across teams.

Media.Net | UI Developer 2 | July 2019 to Mar 2022

- Built pixel-perfect, fully responsive landing and promotional pages for browser extensions (320px–2560px), achieving **90+ PageSpeed** scores.
- Developed UI for **Ad-Block, VPN, and News Manager** browser extensions, ensuring cross-browser and cross-device compatibility.
- Collaborated with designers and backend teams to deliver **scalable, maintainable frontend solutions**.
- Conducted **peer code reviews** and **mentored junior developers**, improving overall frontend quality.

Accenture | Software Engineer | Sept 2018 to Jul 2019

- Worked on backend and middleware components for a gas billing system using Java.
- Implemented Excel upload and data persistence features with basic validation using Java and JSP.

Skills

- Languages: **JavaScript (ES6+)**, TypeScript, Java
- Frontend: **Vue.js**, Vuex, **React.js**, HTML5, CSS, Bootstrap, jQuery
- Architecture & Fundamentals: Component Design, State Management, Data Structures & Algorithms, HLD / LLD
- Performance & Quality: Web Performance Optimization, Frontend Security, CI/CD, Unit Testing (Jest)
- Tools & Data: Webpack, Git, Cursor, MongoDB, MySQL

Education

- **Bachelors in Computer Engineering**, *University of Mumbai* Graduated in 2018

Achievements

- **International Olympiad of Mathematics:** Acquired 1st position in class, secured 41 state ranks and achieved 322 Olympiad rank by obtaining 83.171/100.