

Dushyant Goyal

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SKILLS

- **Programming Languages** : Javascript, Java, HTML, CSS, TypeScript
- **Libraries and Frameworks** : React, Redux, MVC, Express.js, Spring Boot
- **Tools** : SQL, MySQL, MUI, GitHub, Mixpanel, MERN, postman, REST API

EXPERIENCE

Senior Software Engineer (Frontend)

Oct 2021 - Present

Optiwise.ai

- **Increased ARR by 24%** by leading development of Enhanced Brand Content (EBC) and Generative AI suggestion features.
- **Boosted cross-sell conversions by 20% and revenue by 15%** through scalable React UI components and email templates.
- **Reduced API response time by 30%** by developing and optimizing RESTful endpoints with Spring Boot and Java.
- **Improved app performance by 35%** via pagination, code-splitting, and lazy loading optimizations.
- **Cut testing time by 20%** with BDD workflows (Cucumber.js, Selenium) and achieved **90% unit test coverage**, while mentoring 5+ engineers on coding best practices.

React Developer

Feb 2021 - Oct 2021

Appinventiv

- **Reduced page load times by 20%** by developing intuitive React-driven UI elements and integrating third-party APIs for a car spare parts e-commerce platform.
- **Led a team of 4 UI designers**, collaborating with mentors and stakeholders to translate business requirements into scalable, user-friendly UI components.

PROJECTS

Block-Maps

🔗 <https://block-maps.vercel.app/>

- **Optimized navigation efficiency by 80%** with a QR-based web app featuring a custom routing algorithm that adapts to dynamic gate schedules, **reducing travel time by 55%**.
- **Enhanced performance and engagement by 40%** through **Mixpanel** integration, enabling behavior tracking, QR scan analytics, and data-driven improvements.

Frontendmentor UI Designs

🔗 <https://www.frontendmentor.io/profile/goyal-Dushi>

- Architected and scaled frontend systems utilizing **SOLID** and **DRY** principles, achieving a **40% reduction in code redundancy** and significantly enhancing maintainability.
- Implemented performance optimization best practices, resulting in a **30% reduction in load times** and markedly improving application speed and efficiency.

ACHIEVEMENTS

Walmart Connect Certifications

1. [Sponsored Videos](#) : Learned strategies on leveraging video branding to drive product visibility, engagement, and sales on Walmart's platform.
2. [Measurement and Reporting](#) : Trained in evaluating ad spend impact on sales, revenue, and branding, and generating performance reports for optimization.

EDUCATION

AKU - Dr. A.P.J Abdul Kalam University

2020

BE/B.Tech/BS