

Harish K Shetty

Singapore

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Summary

Senior Frontend Engineer with over 9 years of experience in designing, developing, and managing web applications. Expertise in modern JavaScript frameworks (React, Next.js, Angular), strong leadership abilities, and a proven track record of delivering high-quality, scalable software solutions.

Experience

Circles.Life (Senior/Staff Frontend Engineer)

Frontend Engineer

Singapore

Dec 2019 – Present

- **Project Leadership:** Led a team of 5 engineers to develop a cutting-edge for customer-facing checkout page used by millions of users globally.
- **System Architecture:** Architected and built a modular, scalable frontend system using React, Redux, Zustand, achieving a 30% performance improvement as measured by Google Lighthouse and performance testing.
- **UI Library:** Designed and implemented a reusable UI library for Circles Sass Web applications, ensuring consistent design language and reducing frontend code duplication through centralized components.
- **Code Quality:** Implemented coding standards and best practices, resulting in a 50% reduction in bugs and faster development, and more efficient code reviews focused on business logic over style and structure.
- **Cross-functional Collaboration:** Collaborated closely with backend teams, product managers, and designers to deliver features on time.
- **Config-UI:** Designed and implemented a config-driven UI, enabling real-time appearance and localization changes without deployment, reducing launch time by 40% and supporting product rollouts across 5 countries.
- **Performance Optimization:** Spearheaded frontend performance optimization initiatives, reducing page load times by 50%, improving SEO rankings, and enhancing user experience across all platforms.
- **CRM Dashboard Development:** Developed an internal CRM dashboard to track orders and implement core business logic, enhancing operational efficiency.
- **Analytics:** Integrated user behavior tracking tools like Google Tag Manager, Adobe Analytics and CleverTap, driving a 25% increase in engagement and a 15% boost in conversions.
- **Product Launches :** Involved in multiple launches of telecom products across different countries, optimizing the front end for regional requirements and languages. ([Circles Australia](#), [Circles Singapore](#), [WimMx](#), [Onic](#))
- **Knowledge Sharing:** Created and managed documentation on Confluence, streamlining onboarding and supporting long-term code quality.

Nineleaps Pvt.Ltd

Frontend Engineer

Bangalore, India

Aug 2018 – Sep 2019

- **Migration:** Spearheaded the migration of a legacy system from AngularJS to React, resulting in performance improvements.
- **Mentorship:** Mentored junior engineers and conducted code reviews, fostering a culture of continuous learning and improvement.
- **UI/UX Enhancement:** Collaborated with UX designers to revamp the user interface, leading to a 40% increase in user engagement.
- **Test Coverage:** Developed comprehensive unit tests for React components, achieving 90% code coverage.

Hashworks Pvt.Ltd
Frontend Engineer

Bangalore, India
Dec 2017 – Jul 2018

- **Product Development:** Developed Product Groome, an HR and people management solution, utilizing ReactJS and Redux.
- **Feedback-Driven Enhancements:** Regularly implemented improvements based on feedback, enhancing UX and delivering high-quality products aligned with business objectives.
- **Ecommerce Application:** Developed an e-commerce application for the textile business using Angular.
- **Accessibility:** Ensured that web applications met WCAG standards by implementing accessible features, such as keyboard navigation, ARIA roles, and screen reader compatibility.

Tata Consultancy Service
Frontend Engineer

Bangalore, India
Nov 2015 – Oct 2017

- **Product Development:** Developed an investment web application using HTML, CSS, and AngularJS.
- **Responsive Design:** Created the responsive design layout for the website and mobile.
- **Automation Test:** Written automation testing code using Protractor.

Skills

- **Languages/Frameworks:** HTML, CSS, SCSS, JavaScript (ES6+), TypeScript, React, Next.js, AngularJS, Redux, Zustand, Node.js, Express.js, React Query, Redux Saga, Redux Toolkit.
- **Tools/Platforms:** Webpack, Vite, Git, Docker.
- **Database:** MySQL, MongoDB.
- **Testing:** Jest, React Testing Library, Cypress.
- **Other:** RESTful APIs, GraphQL, Responsive Design, ESLint, Prettier.

Education

- **CMR Institute of Technology**
Bachelor of Engineering in Information Science

Bangalore, India
Aug 2015

Projects

- **Circles Life Australia-Digital Telco** (<https://www.circles.life/au>) *React, NodeJs*
- **Circles Life Singapore-Digital Telco** (<https://www.circles.life/sg>) *React, NodeJs*
- **Onic Pakistan-Digital Telco** (<https://onic.pk/>) *React, NodeJs*
- **Wimmx-Digital Telco of ATT** (<https://webfront.prod.wimmx.mx>) *Nextjs*