

# Rajot Kumar Das

Frontend Engineer

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## TECHNICAL SKILLS

- **Web Technologies & Frameworks:** HTML, CSS , JavaScript, React.js, Next.js 12, 15 and TailwindCSS
- **Programming Languages:** JavaScript, TypeScript, Python and PHP
- **Backend Skills:** Express.js, Hono.js and Cloudflare Workers
- **Miscellaneous:** Git, Github, GitLab, Figma and Adobe XD

## EXPERIENCE

- **Macmerise Celfie Design Pvt. Ltd.** Jan. 2023 - Present  
*Software Engineer (Frontend Engineer)* Mumbai, India (Remote)
  - Developed frontend for Macmerise AI (formerly 1of1.in), revolutionising the AI-Commerce experience in India with Generative AI, increased customer engagement by 40% and **boosted sales by 18%** (Source: Google Analytics).
  - Revitalised the frontend of the entire e-commerce storefront, implementing a responsive design and optimising performance, resulting increase in conversion rate and a 28% decrease in page loading time. (Source: PageSpeed Insights by Google, Microsoft Clarity).
  - Developed a responsive D2C e-commerce admin panel using Next.js, TypeScript, and Tailwind CSS, enabling efficient management of products, customer data, **order managements**, discount management, Blogs and analytics.
  - Developed a user-friendly multi step onboarding flow for creating online stores, making it easy for users.
  - Redesigned the entire company's website (landing page) by giving it a fresh look.
  - Created a WhatsApp bot to simplify store creation for businesses to sell merch with just a few clicks.

## PROJECTS

- **Macmerise Storefront | D2C E-Commerce** May 2024  
*Macmerise Celfie Design Pvt. Ltd. | Front-end Development* [Demo](#)
  - Re-developed the legacy Next.js 12 project to **Next.js 14**, enhancing performance, scalability, and development workflow with **TailwindCSS**, RadixUI for styling and accessibility.
  - Worked extensively with **RESTful APIs** with **TanStack Query** to ensure smooth data fetching and real-time updates across various components
- **Macmerise AI | AI-Commerce Platform** Aug. 2024  
*Macmerise Celfie Design Pvt. Ltd. | Front-end Development* [Demo](#)
  - Designed the UI/UX for **India's first AI-Commerce Platform** at Macmerise. This platform lets users create custom designs for products like hoodies, t-shirts, posters, and iPhone cases by giving design prompts.
  - Implemented dynamic rendering techniques to ensure seamless design previews, providing users with real-time feedback on their customizations.
- **Merise Storefront | Multi-Store E-Commerce Platform** Jan. 2023  
*Macmerise Celfie Design Pvt. Ltd. | Front-end Development* [Demo](#)
  - Developed the frontend of an **e-commerce store using Next.js 14**, focusing on a modern and engaging user interface, With cutting edge tech stack like ZOD, TypeScript, **Redux**, **Zustand State Management**, React Hook Form TailwindCSS and more.
  - Ensured seamless integration with Medusa.js as the backend, optimizing the store s performance and functionality.
- **D2C Admin Panel | E-Commerce Admin Panel** Jan. 2023  
*Macmerise Celfie Design Pvt. Ltd. | Front-end Development*
  - Developed and maintained a scalable, responsive admin panel for a Direct-to-Consumer (D2C) e-commerce platform using Next.js, **TypeScript**, and Tailwind CSS.
  - Integrated essential administrative features like **product management**, user management, and analytics with **React Hook Form** for seamless form handling, and Framer Motion for smooth animations.
  - Implemented state management with **Jotai**, and ensured performance optimization with Lodash and React-use.

## EDUCATION

Degree/Certificate	Institute/School(Board)	Year
B.A (Current)	University Of Delhi SOL	2022-Present
Senior Secondary	National Institute of Open Schooling	2020
Secondary	National Institute of Open Schooling	2018