

# Ashit Soni

Experienced front-end software engineer focused on building accessible digital experiences

imashitsoni@gmail.com  
(+91) 9285168780  
Indore, India  
[imashitsoni.github.io/portfolio/](https://imashitsoni.github.io/portfolio/)

## Relevant Experience

**Sr. Software Engineer Team Lead, Techinfini Solutions** May 2023 - Present

**Sr. Software Engineer** May 2022 - Apr 2023

**Software Engineer** May 2021 - Apr 2022

- Deliver high-quality, robust production code for a diverse array of projects for multiple clients.
- Work alongside creative directors to lead the research, development, and architecture of technical solutions to fulfill business requirements
- Collaborate with designers, project managers, and other engineers to transform creative concepts into production realities for clients
- Provide leadership within engineering department through close collaboration, knowledge shares, and mentorship

**Web Developer, Rama Technologies** July 2021 - March 2023

- Commenced career journey by specializing in web design, adeptly utilizing HTML and CSS within the WordPress platform. Proficiently managed diverse projects for educational institutions, crafting and customizing WordPress websites while incorporating prebuilt themes to meet client specifications.
- Mastered JavaScript to enable dynamic web functionalities, enhancing user interaction through client-side activities. Proficient in Adobe Photoshop, adeptly crafting logos and transforming images for enhanced visual appeal.

## Recent Projects:

**Footwear Insole Store:** [Groove](#)

- Created an animated UI for the footwear insole store. Integrated GSAP animations to achieve professional looking animated UI.

**Bundle Discount App:** [Seven Sundays](#)

- Built a Bundle discount functionality when the if user adds products from any three products (from selected collections) to the cart, the discount will be applied to those products. I've handled all the frontend UI(Bundle Widget in cart drawer) + Logic(Discount Application & Add to cart functionality) based on the App's API response.

**Footwear Brand Enhancement:** [Yes We Vibe](#)

- Redesigned the product page with features such as custom media viewer, media update on color change.
- Added a custom Safegaurd Shipping, Free Sticker and Free Gift add to cart feature.

**Shopify Coffee Store:** [Syra Coffee](#)

- Architected a Shopify website from inception for a coffee store.
- Designed and implemented a new product page layout.
- Created a custom cart page from scartch.

**Food Equipement Store:** [Britannia Food Equipments](#)

- Build the store from scratch
- Engineered a sophisticated "Compare Products" feature for a Shopify store.

**Hardware Store Optimization:** [Fusion Fixings](#)

- Optimized the product page for a specialized hardware store.
- Implemented variable pricing based on quantity.
- Created multiple product variants with distinct pricing tiers.

**Car Rental Company Website Enhancement:** [Stay High Island Camping](#)

- Enhanced the website, particularly refining the cart page.
- Introduced a feature suggesting additional gear based on rented car type.

**Mobile Store Optimization:** [Mobilegoo Shop](#)

- Optimized the product page for a refurbished mobile store and created a custom purchasing section of EMI plans.
- Enhanced the checkout experience with a specialized COD section.

**Pixel Tracking Integration:**

- Orchestrated seamless integration of Facebook and TikTok pixel tracking into websites.

**A/B Testing Experiences:**

- Formulated and executed tailored experiences for A/B testing across diverse e-commerce platforms. Worked on Convert and VWO Platform.

Apart from these, Me and my team(15 Frontend Devs) have designed and developed over 120+ shopify stores within 3 years. I've linked some of them in my [Portfolio](#).

## Skills

### Programming Languages

JavaScript, HTML, CSS, Liquid(Shopify)

### Libraries & Frameworks

React JS, Redux, Node JS, Remix(Shopify app dev), GSAP Animations, Tailwind

### Tools & platforms

Git, Github, Shopify, Wordpress, Figma, Photoshop

## Education

**NIIT University - New Delhi**

GNIIT Certified

**APS University - Rewa**

Bachelor of Science in Biotechnology

## Hobbies & Interests

During my freetime, I immerse myself in the ever-evolving world of tech wonders on YouTube, watch movies & documentaries on Netflix

## Languages

English, Hindi