

Ashit Soni

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

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Relevant Experience

Lead Engineer, **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:

Shopify Coffee Store:

- Architected a Shopify website from inception for a coffee store.
- Designed and implemented a new product page layout.
- Tailored a bespoke cart page.
- Integrated advanced filtering capabilities.

Furniture Store Redesign:

- Led the redesign of the homepage for a furniture store.
- Engineered a dynamic header section inspired by Kylie Cosmetics.

Hardware Store Optimization:

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

Footwear Brand Enhancement:

- Significantly contributed to enhancing the product page for a footwear brand.
- Engineered a "Buy One, Get One Free" feature.

Car Rental Company Website Enhancement:

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

Mobile Store Optimization:

- Optimized the product page for a refurbished mobile store.
- Introduced varied purchasing options, including EMI plans.
- Enhanced the checkout experience with a specialized COD section.

Shopify Collection Filter Projects:

- Undertook projects involving the refinement and enhancement of collection filter functionalities within the Shopify platform.

Website Performance Enhancement:

- Contributed to projects focused on enhancing website performance and SEO initiatives.

Pixel Tracking Integration:

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

A/B Testing Experiences:

- Formulated and executed tailored experiences for A/B testing across diverse e-commerce platforms.

Compare Products Feature:

- Engineered a sophisticated "Compare Products" feature for a Shopify store.

School Management Software Development:

- Developed a comprehensive School Management Software solution tailored for educational institutions.

Bus Ticket Booking Project:

- Contributed to a collaborative initiative on a regional bus ticket booking project, focusing on the development of the frontend interface.

Skills

Programming Languages

JavaScript, Liquid, HTML, CSS, Sass

Libraries & Frameworks

React JS, JQuery, Bootstrap, Tailwind

Tools & platforms

Git, Github, Shopify, Wordpress, Figma, Photoshop

Education

NIIT University - New Delhi

GNIT 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