

# 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

Lead Engineer, **Techinfini Solutions** May 2023 - Present

Software Engineer May 2021 - Apr 2023

- 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:

- I was responsible for architecting a Shopify website from inception for a coffee store, encompassing the design and implementation of a new product page layout. Additionally, I tailored a bespoke cart page and integrated advanced filtering capabilities on both the collection and location pages.
- At a furniture store, I led the redesign of the homepage, drawing inspiration from the layout of a reference site (Kylie Cosmetics). Notably, I engineered a dynamic header section that dynamically adjusts its design, color scheme, and menus to correspond with distinct product categories.
- At a specialized hardware store, I optimized the product page and implemented variable pricing based on quantity using Shopify. This included creating multiple product variants with distinct pricing tiers (e.g., £0.17 for 10+ units, £0.14 for 25+ units) reflected accurately in the cart and checkout pages. I also developed a user-friendly front-end feature allowing dynamic selection and display of product variants based on quantity, seamlessly integrated into the cart page for intuitive user interaction.
- I contributed significantly to a footwear brand's digital platform, primarily focusing on enhancing the product page. I engineered a "Buy One, Get One Free" feature for the products.
- At the car rental company, I significantly enhanced the website, particularly refining the cart page. A key addition was a tailored feature suggesting additional gear based on the rented car type and package, including items like fresh produce, camping gear, surfboards, and child car seats, personalized to each vehicle and package.
- At a refurbished mobile store, I optimized the product page, introducing varied purchasing options, including EMI plans from multiple banks. This feature dynamically computes EMI amounts based on different bank interest rates, providing users with detailed financing insights. Moreover, I enhanced the checkout experience by implementing a toggle for Cash on Delivery (COD). When users select COD, the interface conceals default payment methods, offering a specialized section for an advance payment, ensuring a seamless and tailored checkout process through the Shopify Script editor app.
- I've undertaken projects involving the refinement and enhancement of collection filter functionalities within the Shopify platform.
- I've contributed to several projects focused on enhancing website performance by meticulously optimizing speed metrics aligned with Google's Page Insights. Additionally, I've actively engaged in SEO initiatives to bolster the digital presence and visibility of these websites.
- Developed a comprehensive School Management Software solution tailored for educational institutions, facilitating streamlined management of student records and employee data.
- Contributed to a collaborative initiative with fellow engineers on a regional bus ticket booking project, focusing specifically 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

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