

# Jaskaran Singh Kainth

FRONTEND WEB DEVELOPER

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Transitioning into **Frontend Web Developer** role with proficiency in web-applications UI development.  
Former E-commerce Manager with a decade of experience.

## Skill Summary

- Passionate about responsive and elegant UI development using modern practices and technologies.
- Expertise in developing and maintaining web applications with React.js and TypeScript and integrate usage of external component libraries like Material UI and Bootstrap 5.
- Practical experience of implementing responsive design practices using CSS Flexbox and Grid layouts.
- Solid understanding of React Redux, CSS preprocessors – SASS and SCSS, DOM, API usage, color management, and Python.
- Practical know-how of SCM Tools like Git and GitHub, and build tools like NPM and Yarn.
- Working knowledge of REST web services, SEO and Agile development methodology – Scrum.
- Knowledge of testing and developing while following coding standards.
- Proficient in designing, implementing and debugging software in UI technologies.
- Embracing the culture of ownership, accountability and innovative thinking.
- Expertise in design tools like Adobe Photoshop, and working know-how of wireframing tools like Figma.
- Enthusiastic about AI, Internet-of-things and Machine Learning.
- Good technical communication, presentation, consulting, analytical and logical skills coupled with self-confidence.
- Strong team player, and quick learner of new technologies.
- Always up-to-date with the forever changing technological landscape with the help of self-learning media.
- Acquired LinkedIn Learning certifications in various web technologies.

## Skills

Programming	React.js • TypeScript • JavaScript (ES6) • Redux Toolkit • Python • Git/GitHub • Netlify • Vercel • API usage
Frontend	Material UI • CSS 3 • SASS/SCSS • CSS Flexbox • CSS Grid • HTML 5 • DOM • Markdown
Design	Figma • Photoshop
Languages	English (IELTS 8.0 certified) • Punjabi • Hindi
Ecommerce	Google Ads • Meta Ads • Google Shopping • Google Analytics • BigCommerce • Squarespace • Digital Marketing
Acquainted	Agile • Scrum • SEO

## Projects • <https://jskrn.com/#projects>

### Project 1 : CRUD-operations Based Application

GOOGLE KEEP CLONE – A note taking app

[React.js](#), [TypeScript](#), [Material UI](#) [Code](#) | [Documentation](#) | [Live Site](#)

- Developed using TypeScript with React.js framework with Material UI components library, CSS for styling.
- Enabled users to perform CRUD operations of creating, reading, updating and deleting on note items.
- Efficiently used advanced React features like hooks, custom hooks, state management, DOM access, React Router, and context, etc.
- Ensured type-safety through the usage of TypeScript.
- Followed modern practices of UI development by implementing a responsive design, with CSS Flexbox and Grid.
- Expertly incorporated and modified external UI components from the Material UI library into the development process.
- Effectively managed the source code with Git and GitHub repositories.
- Prepared extensive project documentation using Markdown.

### Project 2 : API Based Application

WEATHER APP

[React.js](#), [TypeScript](#) [Code](#) | [Screenshots](#) | [Live Site](#)

- Developed using React.js and TypeScript, with CSS for styling, and Create React App development environment.
- Made use of Fetch API and an API key to fetch data from two different Open Weather APIs.
- Constructed all app components from scratch, without the use of an external component library.
- Current React.js practices incorporated to streamline the code.
- Applied and made custom modifications to SVG file for icons.
- Troubleshoot code using browser debugging tools.
- Used TypeScript for real time type checking.

# Work Experience

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## E-commerce Manager

STARMICRO INC. – Fremont USA

Remote for USA

Aug 2013 – Present day

- Handle end-to-end responsibilities for a small retail business.
- Make sure the supply chain ran smoothly, while various applications involved in the process run in sync at all times.
- Work autonomously between the area of the given responsibility to fulfil milestones successfully.
- Expertise in implementing SEO techniques and PPC strategies to increase web traffic and revenue.
- Single-handedly helped grow sales by 200% within a month of implementing Google Ads campaigns.
- General proficiency with tools and procedures that were required to complete the job.
- Utilize various web analytics tools to track and measure performance, sustain sales growth, and improving retention and conversion rates.
- Resolve issues with limited complexity within the general work direction and framework of the departmental functional guidelines and practices.
- Research and deploy tools to fill the gaps in performance and improve efficiency.
- Clearly communicate within the work environment in a way that others understood.
- Contribute by overseeing the development of custom website features on the online store by hiring freelance developers.
- Build and maintain strategic partnerships with key decision makers internally.
- Prepare data to create regular data analysis reports and provide advice for business-critical strategies.
- Handle escalations and resolve customer complaints regarding sales and service.
- Have excellent understanding, trust and open functional cooperation through effective communication.
- Successfully fulfil given targets within short periods of time, making sure they fulfil long term goals.
- Plan and implement site-wide content updates, integrated ad campaigns and product promotions.
- Devise updates to the company's online presence, including the main business website.
- Establish operation strategy in a team to improve online sales by conducted market research and reports on competitors.
- Research markets to determine an ideal match for relevant products and services, and marketing platforms to advertise them.
- Built and deployed a **Python** program to analyze BigCommerce sales data from a CSV file and generate detailed sales report in accordance with the client strategy and business goals.

## Photographer

SELF EMPLOYED (service industry)

Ludhiana, India

Mar 2012 - May 2022

- Interacted with clients and presented them with tailored service packages.
- Shot and edited photographs in Adobe Photoshop and Lightroom.
- Edited photos at a rate of 125 photos per hour.
- Accomplishment - Published photograph on Vogue Italia website.

## Photo Retoucher

SELF EMPLOYED - FREELANCE

Ludhiana, India

Nov 2018 - May 2022

- Collaborated with a number of international beauty and fashion brands through various international photographers
- Published work on billboards, fashion magazines and product packaging in Indonesia.

## Technical Support Representative

A.V.A. TECHNOLOGIES

Mohali, India

Oct 2010 - Nov 2011

- Serviced international customers in three countries USA, Canada and Australia over outbound VoIP calls.
- Analyzed customer problems and provided technical solutions to troubleshoot their computer systems online via remote-access tools.

# Education

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## B.Tech. in Information Technology

RAYAT INSTITUTE OF ENGINEERING AND INFORMATION TECHNOLOGY (Punjab Technical University)

Punjab, India

Aug 2006 - May 2010

# Interests

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Reading • Working on puzzles • Photography • Board games • Learning guitar • Hiking • Ping-pong • LinkedIn Learning

# Immigration Status

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## Permanent Resident Card Holder

CANADA