

# Kriti Gupta

Frontend Engineer

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## TECHNICAL SKILLS

**Programming Languages:** HTML5, CSS3, SCSS, JavaScript (ES6+), TypeScript

**Frontend Libraries:** React, Redux, AntDesign, jQuery, React Storybook

**Frameworks / Architecture:** PWA

**Developer Tools:** Git, GitLab, Visual Studio Code, Visual Studio

**Cloud / Platforms:** AWS

## EXPERIENCE

### Software Engineer

Sept, 2021 – Present

*To The New*

*Noida, India*

- Developed and maintained dynamic UI features using **React.js, SCSS, and JavaScript** for enterprise clients, enhancing application responsiveness and **reducing user interaction latency by 35%**.
- Spearheaded frontend performance optimization initiatives (lazy loading, code splitting, and image optimization), improving **Lighthouse performance scores by 28%** and **reducing page load times by 40%**.
- Collaborated with cross-functional Agile teams to **deliver 4+ high-impact projects** with a **98% feature completion rate**.
- Ensured web accessibility by following **WCAG guidelines and using semantic HTML, ARIA attributes**, and implementing best practices for inclusive design.
- Managed version control using **Git and GitLab** for code collaboration, deployments, and maintaining a high-quality development pipeline.
- **Mentored 6+ junior developers** on frontend best practices, code review, and debugging techniques, improving team velocity.
- Integrated analytics and event tracking (Google Analytics) to inform product decisions and UX improvements.
- **Awarded a Spot Award** for taking ownership of high-priority tasks and consistently delivering quality work within tight deadlines.

## PROJECTS

### BhartiAXA - Digiserve | HTML, CSS, SCSS, JavaScript, React, Redux, PWA | (November 2023 – Present)

- \* Developed and maintained critical modules for a digital life insurance platform, including premium calculators and plan workflows, contributing to a **20% improvement in the user conversion rate**.
- \* Implemented **PWA** features—offline access, caching strategies—to boost usability in low-network zones.
- \* Integrated third-party payment gateways (e.g. BillDesk, Razorpay) into a unified checkout flow.
- \* Improved Lighthouse performance scores (Accessibility, Performance) from 65 to 92 through optimized code splitting and lazy-loading.

### A User-Interface Library | HTML, CSS, SCSS, JavaScript, React | (August 2022 – October 2023)

- \* Designed and developed a UI component library with reusable, customizable components for easier and faster development.
- \* Implemented React Storybook to provide an interactive environment for the UI components, enhancing the development and testing process, achieved **95% test coverage** and high code reliability across shared components.
- \* Contributed to the library's architecture and design, making it scalable for future enhancements.

### Cloudwords | HTML, CSS, SCSS, JavaScript, React, Jquery | (April 2023 – July 2023)

- \* Worked as part of the Frontend Team to improve the website's **WCAG compliance**, ensuring accessibility for users with disabilities.
- \* Refactored jQuery-heavy interfaces into modular React components, improving maintainability and reducing bugs by **35%**.

### Eurokids LMS | HTML, CSS, SCSS, JavaScript, React, Redux | (November 2021 – July 2022)

- \* Built student and teacher-facing modules for an LMS platform serving **10,000+ users**.
- \* Customized AntDesign components to meet educational brand and UI guidelines. Resolved critical bugs and maintained on-time delivery during Agile sprints.

## EDUCATION

### University Of Petroleum And Energy Studies — Dehradun, India (2017 - 2021)

*Bachelor of Technology: Computer Science with Specialization in Cloud Computing and Virtualization Technology*