

Lalit Kumar Singh

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Education

Jaypee Institute of Information Technology, B.Tech in Computer Science and Engineering

May 2017 – June 2021

Experience

Software Engineer, Brevo – Noida, IN

June 2021 – Present

- Built an analytics dashboard in an SPA to visualize CRM feature usage and user engagement metrics.
- Developed and optimized Brevo registration flow with DB failover handling, 5-language support, and security integrations (eHawk Talon, Sift Science, reCAPTCHA v3). Deployed fix during a live DDoS attack, earning the *Core Value Champion Award*.
- Migrated legacy app to a micro-frontend architecture, contributing to shared module federation for zero hard reloads and reduced redundant data fetches.
- Contributed to the org-wide Design System by building scalable, accessible, and reusable UI components.
- Improved Developer Experience (DX) by adding pre-commit hooks, optimizing test execution, enabling hot reload, and maintaining repo health through timely upgrades and fixes.
- Integrated Elastic RUM, FullStory, and GTM events for performance tracking, user session replay, and A/B testing.
- Improved legacy app Lighthouse score from 40% → 90% through performance profiling and targeted frontend optimizations.
- Managed CI/CD pipelines via GitHub Actions for automated builds, testing, and deployment workflows.
- Collaborated with design, backend, and QA teams to deliver features on schedule while maintaining high code quality and accessibility standards.

Technical Skills

Languages: JavaScript, HTML, CSS, C++, Typescript

Frameworks: Reactjs, Redux, Webpack, Jest, React testing, Nextjs, Tailwind CSS, Redux-toolkit

Developer Tools: Git, VS Code, StoryBook, Claude Code, Copilot

Other Software Tools: Elastic RUM, Metabase, SonarCloud

Projects

Datepicker

naos.brevo.design

- Built an accessible, reusable DatePicker component for the org-wide design system using React Day Picker, enabling single-date and range selection across products.
- Added rich features — disabled/outside days, custom triggers, inline calendar mode, and custom validation — with full keyboard and ARIA accessibility.
- Implemented a factory hook pattern to unify logic across variants and cut repetitive setup code by 60%.
- Integrated theming, localization, and Storybook documentation, ensuring consistent UX and easy adoption across teams.
- Tools Used: React, CSS, Javascript, Storybook

Optimise translation script

- Developed a JavaScript script to optimize translation files by identifying and removing redundant or unused keys across all frontend repositories.
- Reduced bundle size and eliminated repetitive manual cleanup, improving build efficiency and developer productivity across the organization.