NILESH LAXMI

Frontend Tech Lead / Cross-Platform UI Lead

⌖ Delhi, India | ☎ 8585974438 | ✉ nileshlaxmi4@gmail.com ▯ *LinkedIn* | ▯ **Portfolio**

SUMMARY

Frontend Tech Lead / Cross-Platform UI Lead with 10+ years of experience delivering scalable, performant, and accessible web & mobile applications. Expert in React, React Native, and JavaScript (ES6+), with a proven record of leading cross-platform initiatives, implementing accessibility (a11y) compliance, and collaborating across product, design, and engineering to ship impactful features at scale.

SKILLS

React · React Native Web · JavaScript (ES6+) · HTML5 · CSS3 · Accessibility (WCAG/A11y) · API Design & Integration · CI/CD · Design Systems · Agile (Scrum) · Cross-Platform Architecture · Performance Optimization

EXPERIENCE

Airtel Digital — Lead Engineer (Frontend)

Gurugram | Jan 2022 – Present

- **Accessibility Leadership**: Championed a11y compliance across Selfcare, DTH Recharge, Login, Appointments, Recharges, Digital Store, and Track Requests; embedded WCAG 2.1 into development lifecycle.
- **Wi-Fi Change Plan Journey**: Designed and launched upgrade flow on Thanks App including selection, comparison, review, and confirmation steps.
- **Corporate Business Journey (Thanks App & Airtel.in)**: Delivered onboarding and management flows via email validation and app integration, reducing offline dependency.
- **Postpaid Change Plan Journey**: Redesigned plan discovery and UX with upsell nudges and billing transparency; improved conversions by 19% and ₹40 Cr incremental revenue.
- **Track Request Journey (Thanks App & Airtel.in)**: Built unified order + complaint tracking with appointment handling and real-time visibility; reduced >100 K assisted calls annually.
- **TRAI Compliance – DND Journey**: Implemented UI for spam-control compliance; added DND options to homepage header & settings and redesigned complaint form for SMS/call blocking.
- **TRAI Compliance – Inactive Accounts**: Updated inactive account forms (postpaid & Wi-Fi) per TRAI requirements, improving clarity & flow.
- **International Roaming (IR)**: Designed flows to show activation prerequisites and contextual error handling after plan purchase.
- **API Migration & Reusability**: Migrated Wi-Fi APIs and enabled shared use across Thanks App & M-Web for consistency and scalability.
- **Prepaid to Postpaid Migration (Thanks App)**: Introduced campaign-integrated UI within prepaid recharge flow, boosting postpaid conversions.
- **Prepaid Recharge Experience (Web)**: Redesigned prepaid recharge journey with reusable components consistent with Thanks App UI.

TELUS International — Module Lead / Sr. Software Engineer

Noida | Aug 2018 – Jan 2022

- Led development of Visual IVR and chatbot platforms (HR, Recruitment, SPOC) with SSO, analytics, and PWA integration.

NTT DATA Services — Software Development Analyst

Noida | Nov 2014 – Jun 2018

- Delivered healthcare integrations using IBM IIB, WMQ, HL7; supported EDI migrations and production go-lives on UNIX/AIX.

EDUCATION

B.Tech – Information Technology — Guru Gobind Singh Indraprastha University, 2014

CERTIFICATIONS

- Front End Development Libraries — freeCodeCamp
- Responsive Web Design — freeCodeCamp
- JavaScript Algorithms & Data Structures — freeCodeCamp