NIRANJAN SINGH
SENIOR FRONTEND DEVELOPER

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SUMMARY

Frontend Engineer with 8 years of experience, driven by a passion for creating web applications that are fast, accessible, and impactful. Skilled in React.js, Next.js, and micro-frontends, with a focus on performance, reliability, and scalability. Passionate about crafting user-friendly experiences — from optimizing load times, SEO, and Core Web Vitals to ensuring WCAG compliance. I believe great software is built not just with clean code, but with mentorship, collaboration, and shared growth.

SKILLS

Languages & Tools

JavaScript, TypeScript, Java, HTML5, CSS, Git, GTM, Sentry, Webpack, Datadog, Jenkins, AWS

Framework & Library

Next.js, React.js, Java Swing, Redux, Express, Formik, Jest, Selenium, Puppeteer, Hotjar, Bitmovin, JW Player, GMaps, Chart.js, MaterialUI, JWT, lodash

Architecture & Concepts

Micro Frontend, Server-Side Rendering, Single Page Application, RESTful APIs, Web Accessibility, Web Performance Optimization, Data Structures and Algorithms, Object-Oriented Programming, CI/CD, Unit Testing, BDD Testing.

EXPERIENCE

Viu, *Senior Software Engineer, Domain: OTT***, Sep 2022- Sep 2025**

- Optimized and maintained a high-traffic web application, serving **5M+ monthly active browser** users with **AVOD**(Advertisement) and **SVOD**(Subscription) plans.
- Deployed and maintained a shift from a **legacy monolith** to a **micro-frontend architecture** using ReactJS SSR, reducing **load time by 20%** and improving metrics **TTI to 1.2s** across 5M+ users.
- **Delivered critical features** SSO, User Profiling, SVOD(Subscription and Unsubscribe flow), AVOD(VMAP, Responsive Display Ads), Search, Video Playlist Listing, OTP security, video player control, Health and Performance APP Monitoring through Sentry, User Analytics through GTags, Tracing with Datadog trace, SEO, Accessibility.
- **Audited and refactored redundant API** services, streamlining critical flows such as OTP and device authorization, reducing response time by 15% and enhancing user experience on high-traffic pages.
- Streamlined **API** and architecture **documentation** on Confluence, enhancing cross-team collaboration.
- Deployed GTM and integrated Google Ads tracing via MOAT, **improving ad performance** visibility and enabling marketing teams to optimize campaigns.
- Developed POC to optimize login iframe caching for Huawei devices, **reducing load time** significantly with CDN reconfiguration and TTL refresh.
- Contributed to **hiring, mentoring** both junior and senior engineers, guiding them through the legacy codebase, architectural decisions, PR reviews, and Jira workflows to ensure smooth delivery and process alignment.

Elixia Tech Solutions Ltd, Senior Software Engineer, Domain: Logistic, Apr 2021 - Jul 2022

- Architected and enabled end-to-end logistics management for loads and goods using **micro-frontend architecture** for India's biggest E-Commerce platform, like Flipkart, including authorization, pickup, and delivery workflows.
- Orchestrated building and support of a **suite of Supply Chain platforms**, divided into 3 major modules - Pre Transit, In Transit, & Post Transit, billed on clients' subscription submodules, like partner onboarding, tracking, fleet management, capacity optimiser, bidding, and billing.
- **Mentored and led** a team of 4 junior engineers, implemented Onboarding guides, PR reviews, architectural best practices, and agile task planning, resulting in the on-time delivery of critical frontend features during the company's **$2M seed funding** round.
- Led migration from manual deployments to setting up Jenkins CI/CD pipeline, improving integration cycle by 100%, **slashing deployment time** from manual efforts to under **15 minutes.**

YourMechanic, Software Engineer, Domain: Automotive tech, May 2020 - Feb 2021

- Worked on ReactJS **micro-frontend application**s with Ruby on Rails MVC, delivering feature reviews, promotional tools, and returning customer checkout flows.
- Led and supported returning customer quick checkout flows, resulting in a **5-15% increase in conversion rates** and contributing to MRR growth.
- Used Hotjar to debug code anomalies for quick support and fixes.

Software Engineering / Independent Consultant (Freelance), Jan 2019 - Feb 2020

- Urban Circus: Engineered robust test suites using Puppeteer and Jest, validating Google Maps disruption data and **slashing integration testing time by 100%**, accelerating continuous deployment cycles, and reducing errors.
- Eventera: Built a client-facing **live event streaming** platform, integrating JW Player for seamless playback, helping to broadcast 30+ podcasts and live events.
- Symphony Fintech: Designed and implemented responsive, cross-browser UIs to enhance interactivity and accessibility for real-time stock market execution features, and shortcut key functionality **planning to reach 2B+ market size**.

Persistent Systems, Software Engineer, Domain: Services(HealthCare), Jan 2017 – Jan 2019

- Generated actionable **insight reports** in Excel and PDF for ThermoFisher, resulting in improved stakeholder engagement on visualizing protein anomalies from FASTA-compliant format generated from Chart.js using Java Swing, Vue.js for the ThermoFisher client.
- Improved testing efficiency by **reducing manual effort by 100%** with an automated Cucumber BDD test suite.

EDUCATION

2012-2016   **P.I.C.T, Pune UNIVERSITY**
Bachelor of Engineering, Information Technology.

1999-2011   **Army Public School, Pune**
Major Physics, Chemistry, Math