

# Prashant Singh Frontend Developer

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🔗 prashant-singh-portfolio.vercel.app

## Summary

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Frontend Developer with 3+ years of experience building scalable, high-performance web applications. Proficient in React, Next.js, TypeScript, and modern JavaScript, with expertise in creating responsive UIs and optimizing performance. Adept at enhancing user experience, collaborating with cross-functional teams, and mentoring junior developers

## Skills

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**Frontend Development:** HTML | CSS | Javascript (ES6+) | Typescript

**Framework & Libraries:** React | Next.js | Context APIs | Redux | Tanstack Query

**Styling & UI:** Tailwind | Material UI | Responsive Web Design

**Build & Tooling:** Git | Vite | Webpack

**Testing:** Jest | Vitest | React Testing Library

**Additional Skills:** Core Web Vitals | REST APIs | Performance Optimization | SEO

## Experience

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**Software Engineer, Blink Corps** 07/2024 – Present | Noida, Uttar Pradesh

- Directed the frontend architecture for 3 enterprise-level applications, reducing development time by 25% through modular Next.js components.
- Collaborated with UI/UX designers to translate Figma prototypes into responsive, pixel-perfect layouts with Tailwind CSS.
- Mentored 2 junior developers and conducted code reviews to enforce best practices in TypeScript, React, and Next.js.
- Applied performance optimization (bundle analysis, lazy loading, image compression), boosting Lighthouse performance scores by 35% and reducing page load time to under 2s.

**Software Developer, POD IT Services** 10/2023 – 06/2024 | Noida, Uttar Pradesh

- Independently handled frontend development for 3 websites, overseeing the entire process from design implementation to deployment.
- Utilized JavaScript, React, Svelte, and other frontend technologies to create responsive and user-friendly interfaces that met client specifications and quality standards.
- Aligned frontend efforts with project objectives in collaboration with backend developers and designers.
- Offered mentorship to 3 recent hires, providing guidance on frontend development best practices, coding standards, and project workflows.

**Software Engineer, GlobalLogic Technologies Limited** 03/2022 – 07/2023 | Gurugram, Haryana

- Developed and maintained frontend components in React and JavaScript, enhancing website functionality and user experience. Implemented new features and optimized existing code to meet project and client requirements.
- Designed and engineered HTML/JavaScript extractors to streamline merchant data extraction, improving task completion speed by 20%.

- Queried and validated data from a database of 2M+ records using SQL to ensure accuracy of extracted information.
- Trained and guided 11 new team members in proprietary tools, defect resolution, and feature implementation
- Recognized for initiative in problem identification, discussion, and resolution.

## Projects

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### **Shopperce App and Admin,** <https://shopperce.ai/> (App), <https://admin.shopperce.ai/> (Admin)

- Developed a customizable eCommerce solution enabling partners to personalize storefronts, branding, and product experiences.
- Built dynamic theming and routing in React using React Router, enabling 20+ partner storefronts from a single codebase, cutting maintenance overhead by 40%
- Created robust admin dashboards for sellers and partner admins to manage orders, products, and categories.
- Integrated Google Analytics & Google Merchant Center, increasing product visibility and tracking accuracy across 1,000+ SKUs.

### **Community App,** <https://community.liftore.com/>

- Owned frontend development for a community-driven web platform in Next.js and TypeScript, featuring a news, events, members, and feed module to enhance user engagement.
- Utilized server-side rendering (SSR) and incremental static regeneration (ISR) to improve SEO performance and reduce time-to-first-byte (TTFB) by 30%.
- Orchestrated dynamic API-driven content management for news and events pages, enabling seamless updates and reducing manual intervention by 40%.
- Engineered a real-time feed system allowing users to post, comment, and react, improving interaction rates and session time.

### **Buy-Sell Medical App and Admin,**

<https://buysellmedical.liftore.com/> (App), [https://buysellmedicaladmin.liftore.com](https://buysellmedicaladmin.liftore.com/) (Admin)

- Led frontend development with Next.js and TypeScript, delivering a scalable, SEO-friendly, and high-performance web application that improved organic traffic by 30%.
- Implemented server-side rendering (SSR), static site generation (SSG), incremental static regeneration (ISR), and API integrations to enable real-time listings and transaction updates.
- Constructed admin and seller dashboards enabling efficient management of 5K+ users, 1K+ products, and multiple seller accounts.
- Leveraged TanStack Query (React Query) for efficient state and data management across all admin interfaces.

## Education

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### **Bachelor of Technology in Computer Science and Engineering,** *SRM Institute Of Science & Technology*

Kattankulathur, Tamil Nadu

- Scored 86.88%

### **HSC,** *Dehradun Public School*

Ghaziabad, Uttar Pradesh

- Scored 93%

### **SSC,** *Dehradun Public School*

Ghaziabad, Uttar Pradesh

- Scored 95%