Prashant Singh *Frontend Developer*

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 github.com/prashantsingh181 🔗 prashant-singh-portfolio.vercel.app

Summary

Frontend Developer with around 4 years' 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

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

Senior Software Engineer, *HT Media Limited*   11/2025 – Present │ Gurugram
- Spearheaded a large-scale **UI/UX revamp of the job portal**, modernizing legacy components and improving user navigation, which increased average session duration by **28%** and reduced bounce rate by **18%**.
- Re-engineered critical frontend flows and asset delivery strategies, cutting **initial page load time by ~40%** and improving **Core Web Vitals scores into the "Good" range for 85%+ of key pages**.
- Collaborated with product, SEO, and backend teams to streamline search and listing experiences, resulting in a **22% rise in job application conversions** and a **30% reduction in reported UI defects post-release**.

Software Engineer, *Blink Corps*   07/2024 – 11/2025 │ Noida, Uttar Pradesh
- Directed the **frontend architecture** for **3 enterprise-level applications**, reducing **development time by 25%** through modular **Next.js components**.
- 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.
- 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**, while implementing new features and optimizing existing code to meet project and client requirements.
- Designed and engineered **HTML/JavaScript extractors** and **streamlined merchant data extraction**, improving **task completion speed by 20%**, and **queried/validated 2M+ SQL records** to ensure high data accuracy.
- **Trained and guided 11 new team members** in proprietary tools, **defect resolution**, and **feature implementation**, strengthening overall team productivity and delivery quality.

Projects

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**, delivering flexible multi-tenant capabilities.
- Built **dynamic theming and routing in React (React Router)**, enabling **20+ partner storefronts from a single codebase** and reducing **maintenance overhead by 40%**.
- Created **robust admin dashboards** for order, product, and category management, and integrated **Google Analytics & Google Merchant Center**, improving **product visibility and tracking accuracy across 1,000+ SKUs**.

Community App, *https://community.liftore.com/*

- Owned **frontend development** of a **community-driven platform in Next.js and TypeScript**, delivering **news, events, members, and real-time feed modules** to significantly enhance user engagement.
- Implemented **SSR and ISR strategies** to strengthen **SEO performance** and reduce **TTFB by 30%**, resulting in faster and more discoverable pages.
- Orchestrated **dynamic API-driven content management** for news/events and architectured a **real-time interaction system** (posts, comments, reactions), cutting **manual effort by 40%** and increasing session activity.

Buy-Sell Medical App and Admin,
https://buysellmedical.liftore.com/ (App), https://buysellmedicaladmin.liftore.com (Admin)

- Led **frontend development with Next.js and TypeScript**, delivering a **scalable, SEO-friendly, high-performance web application** that increased **organic traffic by 30%**.
- Implemented **SSR, SSG, ISR, and API integrations** to power **real-time listings and transaction updates**, ensuring fast and reliable user experiences.
- Built **admin and seller dashboards** managing **5K+ users and 1K+ products**, and leveraged **TanStack Query (React Query)** for **efficient state and data management** across interfaces.

Education

Bachelor of Technology in Computer Science and   Kattankulathur, Tamil Nadu
Engineering, *SRM Institute Of Science & Technology*

- Scored 86.88%

HSC, *Dehradun Public School*   Ghaziabad, Uttar Pradesh

- Scored 93%

SSC, *Dehradun Public School*   Ghaziabad, Uttar Pradesh

- Scored 95%