

ROBIN SINGH

Senior Experience Engineer

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Front-end software engineer with approximately **6 years** of experience specialising in planning, designing, developing, debugging, testing, and deploying scalable React.js applications on the cloud.

SKILLS

Programming Languages: HTML, CSS, JavaScript, TypeScript

Frameworks & Libraries: ES6, React.js, Next.js, Tailwind CSS, Redux, React Query, GraphQL

Tools & Technologies: Jest, Storybook, RTL, Node.js, Express.js, Git, GitHub, Figma, JSON, JWT, GitHub Actions, Docker, GCP, Yarn, Webpack

WORK EXPERIENCE

Senior Experience Engineer, Publicis Sapient

Jan 2023 – Present

Gurugram, India

- Led digital transformation initiatives for various high-impact projects, including Sephora venture, Lululemon, Marriott, and more, resulting in a 30% boost in customer engagement and a 25% improvement in conversion rates.
- Migrated legacy codebases to modern React.js/Next.js frameworks, improving maintainability and reducing technical debt, achieving a 20% reduction in initial load times
- Managed a 3-member cross-functional team and coordinated with 4 business partners to successfully launch a new product
- Provided engineering mentorship and guidance to junior developers, promoting best practices and continuous improvement

Software Developer, Rigel Networks

Apr 2022 – Jan 2023

Gujarat, India (remote)

- Developed 15 innovative features for the Study Together app, serving 1M+ students across 220+ countries, by closely collaborating with the client to translate user requirements
- Drove a 32% boost in user engagement and a 20% increase in daily active users, significantly enhancing overall performance metrics for the Study Together app
- Expertly integrated front-end components with back-end APIs using RESTful and WebSockets, ensuring 95% seamless application functionality

Software Engineer, Eleqtrasoft Education

Oct 2020 – Apr 2022

New Delhi, India

- Spearheaded the development of 50 reusable React components, maintaining a 95% code reliability rate for a seamless user experience
- Leveraged modern JavaScript ES6 features to enhance code efficiency and readability, resulting in a 25% reduction in load times
- Collaborated cross-functionally with stakeholders to deliver end-to-end product solutions on time and within budget

Associate Software Engineer, Website App Company

Aug 2018 – Oct 2020

New Delhi, India

- Developed 6 interactive front-end applications using the React framework and JavaScript, enhancing user experience by 35%
- Resolved complex bugs and delivered new features, ensuring technical excellence, reliability, and user-friendly interfaces
- Ensured 95% cross-browser compatibility and mobile responsiveness through rigorous QA testing

PERSONAL PROJECTS

E-Commerce Store

- Developed a modern frontend e-commerce platform with Next.js, TypeScript, TailwindCSS, and MonoRepo, resulting in a 75% increase in performance
- Implemented a cloud-based e-commerce solution using GitHub Actions, achieving a 60% improvement in user experience and visual design, and an 80% enhancement in scalability.

Ed-Tech Platform [[Live](#)]

- Achieved 35% reduction in initial load times by developing a highly responsive SSG Edtech platform for www.skillabit.com using JAMStack technologies.
- Improved development efficiency by 25% by leveraging React.js, Next.js, NextAuth, Markdown, MSG91API, Tailwind, and Sentry to build and deploy the platform on Vercel via GitHub

EDUCATION

Indraprastha Institute of Information Technology, Delhi (IIITD)

Aug 2014 – Aug 2018

Electronics and Communication Engineering - Bachelor of Technology (B.Tech)