

Rashi Thakur

Frontend Developer

Canada | P: +1 6473232908 | rasheethakur29@gmail.com

[LinkedIn](#) | [Portfolio](#)

SUMMARY

- Creative and results-driven Frontend Developer with 5+ years of experience building intuitive and high-performance web applications. Skilled in leveraging modern web technologies and frameworks to craft responsive designs and engaging user interfaces. Proven track record of collaborating with designers and backend developers to deliver projects on time and exceed client expectations. Dedicated to optimizing code, enhancing user experiences, and staying updated with the latest industry trends and best practices.

SIGNIFICANT HIGHLIGHTS

- Spearheaded the Research and Development team to conceptualize and implement innovative animation libraries, directly contributing to enhanced client acquisition and retention strategies.
- Designed and developed a custom website on Webflow, integrating advanced JavaScript functionalities to overcome CMS limitations, delivering a high-performing, user-centric solution within a 6-month deadline.
- Engineered a robust small-scale ERP system for advisors, enabling seamless access to internal documents and automating workflows, leading to a 60% reduction in HR and management queries.
- Built a tailored platform to optimize key business operations, including creating accurate project estimates, sharing detailed timelines with clients, and facilitating precise financial forecasting, significantly improving efficiency and decision-making.

EXPERIENCE

BAM STRATEGY

Frontend Developer

2021 - Present

UI Development Team

As part of the UI Development Team, responsible for creating and maintaining responsive web applications for Fortune 500 clients like PepsiCo, P&G, and 3M. Developed cross-browser, cross-platform solutions and collaborated with multi-disciplinary teams to improve user experience and ensure high standards in design implementation.

Responsibilities:

- Developed and maintained responsive web applications using HTML, CSS, Javascript, TypeScript, React.js and Next.js, Redux, ensuring cross-browser compatibility and optimal performance.
- Take ownership of frontend development deliverables across multiple brands within BAM Strategy.
- Collaborating with designers, stakeholders, and project managers to meet client requirements.
- Integrating third-party apps and plugins to enhance store functionality.
- Integrated RESTful APIs to fetch and display data, ensuring efficient data management and real-time updates.
- Implemented state management using Redux, optimising application performance and code maintainability.
- Utilised React Router to handle navigation and implement dynamic routing in single-page applications.
- Actively participated in Agile development processes, including daily stand-ups, sprint planning, and retrospective meetings.
- Tested solutions via A/B tests and user testing feedback loops, ensuring UI quality and functional alignment with user needs.
- Ensure strict adherence to graphic standards and branding guidelines across multiple product interfaces.
- Resolved bugs and issues reported by users, ensuring timely resolution and effective communication.

- Collaborate with operations to investigate and resolve ongoing client issues.
- Assist in new business scoping efforts by prototyping showcases using the latest technologies.

Technologies:

- React, Next.js, Redux, Three.js, GSAP, Framer Motion, jQuery, REST APIs, JavaScript (ES6+), TypeScript, HTML5, CSS3, SASS, Tailwind CSS, Bootstrap, Git, Salesforce, Shopify, WordPress, Drupal, Twig, Liquid

CS Solutions

Frontend Developer

2018 – 2021

Contributed as a key member of the development team, designing and implementing user-focused web applications and interfaces. Played a pivotal role in delivering responsive, accessible, and high-performance websites for diverse clients, ensuring adherence to best practices and business requirements.

Responsibilities:

- Developed and maintained responsive, mobile-first web applications using modern frontend technologies and frameworks.
- Translated UI/UX design wireframes into high-quality, interactive user interfaces while ensuring consistency with design specifications.
- Optimized websites for speed and scalability, improving load times and performance metrics.
- Collaborated with backend developers and stakeholders to integrate APIs and deliver seamless functionality.
- Conducted usability testing and implemented feedback to enhance user experience and accessibility compliance (WCAG standards).

Technologies:

- HTML5, CSS3, JavaScript (ES6+), React, Redux, Bootstrap, Tailwind CSS, Git, jQuery, REST APIs, Webpack, WordPress, Figma, Adobe XD

CERTIFICATIONS

Liquid Storefronts for Theme Developers – Verified Skill Badge

Issued by Shopify

Demonstrates expertise in optimizing Shopify themes using Liquid, with a strong understanding of principles and best practices to create exceptional user experiences for merchants and their customers.

EDUCATION

Conestoga College – Graduated with Distinction

2019 – 2020

Web Design and Development, Ontario College Graduate Certificate

Panjab University

2014 – 2017

Bachelor of Computer Applications