

# SHREYA SINGH

SENIOR FRONTEND DEVELOPER

## DETAILS

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Bengaluru

## SKILLS

HTML & CSS

jQuery

JavaScript

Bootstrap

React

Git

Jira

Figma to HTML

OpenCart

Shopify

Problem Solving

ES6

Flipshop

Kartify

WordPress

Responsive Design

Optimization

Canvas & Figma

## LANGUAGES

English, Hindi

## HOBBIES

Painting, Travelling, Trekking,  
Badminton

## PROFILE

Frontend Developer with 9+ years of experience in building responsive, high-performance web applications. Proficient in modern UI/UX principles, with expertise in performance optimization, SEO, and accessibility. Skilled in team leadership, project management, and mentoring developers to deliver scalable solutions.

## EMPLOYMENT HISTORY

### Sr. Frontend Developer at ANS Commerce (Flipkart Group), Gurugram

May 2019 — Present

- Developed & managed scalable eCommerce storefronts for **80+ brands** like Jack & Jones, Vero Moda, Only, West Elm, Superdry, and ITC Brands (Derma fique, Fiamma, Engage), Tiffany etc.
- Developed **30+ themes** & designed **dashboard** for the **Flipshop** SaaS product.
- Improved website performance from **Page Speed score 20 to 80**, enhanced user experience and **SEO rankings**.
- Built dynamic, reusable **Kartwave checkout** components using **React** to improve development efficiency.
- Designed and implemented **pixel-perfect** UI/UX with a focus on accessibility and responsiveness.
- Conducted **A/B testing** and implemented enhancements based on user behaviour analytics.
- Ensured **cross-browser compatibility** and performance enhancements across multiple platforms.
- Frequently engage in client calls to understand requirements and provide tailored frontend solutions.

### Front-End Developer at www.91mobiles.com, Gurugram

March 2016 — April 2019

- Responsibility for **Web page development** of desktop and mobile site of 91mobiles from design to test and up to production deployment.
- Created **AMP pages** of its mobile site.
- Created HTML **email templates** and **newsletters** for e-mail marketing campaigns.
- Designed complex interfaces to support third party systems.
- Tested front-end code in multiple browsers to ensure **cross-browser compatibility**.
- Optimized pages for page speed using Google Page Speed (API) for Apache to obtain higher rankings on Search Engines (SEM).
- Did on site **SEO implementations** to increase traffic to client websites.
- Designed creatives for emailer and social media in photoshop.
- Workflow tools included: HTML, CSS, Bootstrap, jQuery, Git, Zeplin and Photoshop
- Bug Tracking Software: Bugzilla

### Front-End Developer at GOLDEN PHOENIX, New Delhi

November 2014 — March 2016

- Responsible for working on a range of projects, designing appealing websites and interacting on a daily basis with **Front-End Development** and marketers.
- Responsive Web Design and HTML Development.
- Responsibility for overall web **project management** from development to execution and maintenance.

- Worked on **WordPress & OpenCart** to develop corporate & e-commerce site.
- Utilize expertise in front-end development technologies such as HTML, Bootstrap, CSS, JavaScript to enhance interactivity.

#### **Web Developer at VDOPIA INC, Gurgaon**

January 2014 — October 2014

☑ Responsible for working on a range of projects, **Designed Rich Media Ad Units** using JavaScript, HTML5, CSS, Dreamweaver, Edge Animate.

- In Vdopia, I worked for various clients like MacDonald's, P&G, Panera, Hyundai, Toyota etc.
- Developed Website under the direction of the Art Director.
- Designed several **Mobile Ad units** like Banner, Wiper units, Hotspot, Interstitial in Photoshop.
- For mobile video Ad, worked on **video editing** software like Adobe Premiere, Encoder, OJ soft.
- Coordinated with Development and Creative teams.
- Worked and have knowledge in **advertising Domain**

#### **EDUCATION**

**B.Tech, THE INSTITUTION OF ELECTRONICS AND TELECOMMUNICATION ENGINEERS (IETE),**

January 2010 — January 2014

#### **PROFESSIONAL ENHANCEMENT TRAININGS**

**IT Brain Shapers,, Noida**

as PHP Web Developer (Trainee)

#### **ACCOLADES**

- Hawkeye's Precision Award, - ANS Commerce
- Silent Warrior Award, - 91mobiles
- Awarded certificate in face painting competition, - VDOPIA