SRINIVAS K

Front-end Engineer with 4+ years of experience building high-performance, scalable web applications.
Specialized in React, Next.js, Qwik.js, and TypeScript with expertise in Web Performance and Design Systems optimizations.
Delivered outcomes including 20–30% faster loads, 70% search improvement, and over INR 32,00,000 in monthly revenue lift.

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in LinkedIn ○ GitHub ◉ Portfolio

TECHNICAL SKILLS

- **Languages** - JavaScript, TypeScript, HTML5, CSS3, SCSS, Python

- **Frameworks** - React.js, Next.js, Qwik.js, Node.js (REST APIs), React Native, Redux, React Query, Ant Design

- **Tools & Technologies** - Git, Azure DevOps, CI/CD, Webpack, Storybook, ESLint, StyleLint, Husky, Postman, Cypress

- **Core Competencies** - Frontend Architecture, Performance Optimization, Design Systems, Responsive Design, SEO, Analytics, Event Tracking

PROFESSIONAL EXPERIENCE

Licious — Bangalore, India
Software Engineer 2 — *Dec 2024 – Present*

- Enhanced PLP/PDP performance by **20–30%** through on-demand imports, asset cleanup, and Web Vitals fixes. Redesigned Address Flow with GPS detection, search, dynamic forms, and Google Maps integration.
- Upgraded the platform from **Next.js 14 → 15**, optimized images/scripts, migrated SCSS @import→@use, reducing CLS to nearly **0** on high-traffic pages.
- Enhanced SEO and analytics by fixing GTM/GA4/Gtag, and integrating Google Ads + Meta Pixel for accurate attribution and higher conversions.
- Established the **Storybook + UnoCSS** foundation for Helyx Design System adoption to standardize UI and accelerate delivery.
- Revamped Search with spell-check, highlighting, persistent history, debouncing, and mobile UX fixes, improving search success by **70%**.
- Integrated **10+ payment gateways** (Amazon Pay, CRED, Razorpay, Simpl, UPI, Sodexo, Wallet, etc.) in Qwik.js, boosting checkout stability and reducing latency.
- **Business Impact**— Provided **INR 32L+ monthly revenue** (vs 14L target) through performance, checkout, and analytics improvements. Awarded **Employee of the Month**.

Qapita Fintech — Hyderabad, India
Software Engineer — *Jul 2023 – Dec 2024*

- Built an **Equity Award Exercise & Surrender System** integrating Cashfree & TPSL, reducing ESOP processing time by **30%** for **500+ employees**.
- Improved EULA workflow via semantic versioning, reducing manual updates by **40%** and serving **10,000+ users**.
- Developed a scalable **Design System + Component Library**, raising UI consistency by **60%** and cutting development time by **30%**.
- Presented an **80% performance boost** using Lazy Loading, Code Splitting, Suspense, and React Query.
- Added Azure DevOps CI/CD with ESLint, StyleLint, and TS checks, improving build quality by **48%**.

Vakilsearch — Chennai, India
Associate Software Engineer — *Jun 2021 – Jul 2023*

- Created and maintained multiple full-stack applications:
  * **One-Page CRM** — Reduced response time by **25%** for **1,000+ users**.
  * **GRC Rewamp** — Migrated Rails→Next.js, improving performance by **35%**.
  * **Zolvit Dash** — Accounting tool reducing manual effort by **40%**.
  * **Vakilsearch Mobile** — Automated support handling **5,000+ queries/month**.
- Redesigned scalable solutions with Next.js, Redux, SCSS, reducing dev time by **20%**.
- Added WebSocket-driven real-time features, raising engagement by **50%**.

EDUCATION

Sri Eshwar College of Engineering — Coimbatore, India
B.E. in Computer Science & Engineering — *Aug 2018 – Mar 2022*