

## ABOUT

Software Engineer with 10+ years of experience specializing in Frontend Development, complemented by backend knowledge. Expert in creating responsive, user-friendly web applications with a focus on enhancing user experience and driving measurable business results. Proven track record in leading development teams and delivering high-quality solutions across web applications, product websites, and React JS platforms.

## WORK EXPERIENCE

### Media.net

Frontend Team Lead | Jan 2022 - Till Date

#### 1. Max Adwords Platform (Angular)

- Spearheaded frontend development for the Max Adwords Platform, an advertising solution like Google AdWords, allowing businesses to create ads for publisher platforms and networks.
- Orchestrated a team of two developers, coordinating efforts to ensure timely delivery and quality standards.
- Engineered a React JS extension that significantly improved user experience, resulting in a 25% increase in advertiser engagement and pitching.

#### 2. A360 Platform (React Js) - Ongoing Project

- Working as the sole frontend developer on a rule engine module that enables users to define, schedule, and execute custom rules for the demand-side platform (DSP). Built entirely in React.js, this feature supports dynamic rule creation and automated execution based on predefined conditions.

#### 3. Cleon Crypto Interface (React JS/Chart JS)

- Directed the development of a crypto algorithm platform for trading on Binance and Deribit, optimizing the full order process.
- Facilitated communication between technical teams and stakeholders, ensuring alignment with business goals and meeting project milestones.
- Implemented API and WebSocket data integration on the frontend and constructed custom Chart.JS visuals for real-time crypto price tracking.

#### 4. Vpnguide.com & Antivirusreviews.com (Wordpress)

- Architected a VPN comparison website with advanced functionalities for product comparison, filtering, and ranking.
- Streamlined the entire project lifecycle from gathering requirements to development and maintenance.
- Drove traffic growth by 40% in 6 months through improved data filtering and user interface, increasing user satisfaction by 25%.
- Coordinated content management system updates to ensure consistent functionality and user experience.

#### 5. Webbeats - Inhouse Projects (React Js)

- Designed a bulk site performance checker using the Google CRUX API, similar to DebugBear, with interactive UI elements to analyze key metrics.
- Established a queue management system to efficiently handle bulk site performance checks, improving operational efficiency.

#### 6. SiteCloner - Inhouse Projects (React Js)

- Developed a site cloning app that accelerated setup processes by 70%, incorporating customizable options for logo uploads and color schemes.
- Integrated GitLab token-based operations to streamline workflows, reducing setup time by 60% and enabling reference from one repository to another.

Module Lead | Jan 2018 - 2022

1. **Degreesleuth.com & Collegearena.com - (React JS)** - Currently Under Maintenance
  - University comparison platform featuring comprehensive metrics and advanced filtering systems.
  - Implemented sophisticated filtering and comparison features, increasing user engagement by 30% and reducing bounce rates by 20%.
  - Guided frontend development with a focus on enhancing filters and optimizing comparison pages for improved user experience.
2. **Top10ratings.com**
  - Product comparison website showcasing various product categories and detailed reviews.
  - Oversaw the entire project lifecycle, from requirements gathering to development and maintenance.
  - Enhanced user experience through intuitive design and interaction patterns, leading to a 15% increase in user retention.
3. **Freshlyroasted.com**
  - Content management site displaying optimized Google Ads, Taboola/Outbrain Units.
  - Tackled challenges in content management, ACF implementation, and template customization.
  - Optimized ad placement strategies, boosting revenue by 25% and reducing manual content updates by 35%.

UI Developer | Aug 2015 - Jan 2018

- Automated repetitive tasks in Ad-tech projects, reducing manual effort by 40% and increasing team productivity.
- Developed multiple WordPress projects, including user authentication systems, coupon-related websites, and job listings platforms.
- Designed and implemented dynamic emailers for marketing campaigns and user communications.

## Flarepath Digital Solution

Junior Web Developer | Nov 2014 - Aug 2015

- Created WordPress and static websites with custom CMS solutions tailored to client needs.
- Integrated payment gateways and implemented Google Calendar event management using Google API libraries.
- Executed social OAuth implementation and developed an engaging application for the Facebook App Store.

## Hogo Work Solution

Web Developer | May 2014 - Nov 2014

- Enhanced user interfaces and experiences for CodeIgniter projects, focusing on responsive design principles.

## SAPS Designs

Web App Developer | June 2013 - May 2014

- Built UI components, static websites, email templates, and custom CMS solutions.
- Developed an automated email distribution system with cron job scheduling and customizable templates.

## EDUCATION

### Mumbai University

B.E. ( Information Technology) | Aug 2009 - Jun 2012

## PROJECTS

**Algo Trading Platform:** Developed using Python and MongoDB with Angelone Smart API.

<https://github.com/vishwajitr/aone-app>

**Coupons Website:** Built with Next.js and API integration on Oracle Cloud, with data sourced through web scraping.  
<https://ofccode-sportybruh1990s-projects.vercel.app/>

**Freelance Projects:**

- Custom config-based site builder. - <https://www.sommarskolen.no/>
- Food Truck Tracking System using geolocation and Firebase as the database.
- [Fitistan.com](https://fitistan.com) Mobile App revamp - React Js [IONIC Framework]

## KEYWORDS

**Languages:** JavaScript (Native), PHP (Proficient), HTML (Native), Python (Proficient), XML, SQL

**Frameworks:** React.js, Next.js, Angular 15, Ionic basics, CakePHP, CodeIgniter

**CMS & Databases:** WordPress, OpenCart, MySQL, Firebase, MongoDB

**Libraries:** jQuery, Webpack, Chart.js, Bootstrap

**Tools:** GitHub, GitLab, Figma, Adobe Photoshop, Zeplin

**Others:** Web Scraping, Payment Gateway Integration, UI/UX Design, Responsive Web Development, Storybook.