

YAJURVENDRASINH GOHIL

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Technical Skills

- **Programming Languages & Frameworks:** JavaScript (ES5/ES6), ReactJS, VueJS, NodeJS, ExpressJS, AJAX, HTML/HTML5, LESS, SASS/SCSS, CSS/CSS3 (Bootstrap, MUI, Tailwind, Foundation).
- **Technologies:** REST API, Cypress, NoSQL, SQL, GIT, GitLab, AWS (CloudWatch, Elastic Beanstalk, DynamoDB), CI/CD, New Relic.
- **Design Proficiency:** Zeplin, Figma, Storybook, Responsive Web Design, UX Design Principles, Adobe Photoshop.
- **Methodology:** Agile, Scrum, Kanban.

Experience

Sr. Software Engineer (Frontend) **Roku INC.** **Jan 2021 - Current**

- Revamped UI components of revenue generating subscriptions platform for cross-browser compliance and user retention by using cutting edge web technologies like **ReactJS**, **Material UI** and **optimizing accessibility** by incorporating **ADA** and **W3C** principles.
- Delivered important features such as user onboarding, device activation, email-templates, and account management experience.
- Worked with high-impact cross-functional teams to launch products such as Paramount+, HBOMax, Peacock on **Roku web-platform**.
- Built **NPM** packaged UI components built in **ReactJS**, leveraged across multiple Roku apps, resulting into enhanced cohesion.
- Created analytics dashboards in **New Relic** to monitor application usage and logged application performance monitoring alerts in **AWS**.
- Published **GTM (Google Tag Manager)** tags to help with marketing and advertising content, boosting page views and presence.
- Onboarded and maintained applications on **AWS** using ECS keeping cost optimization and performance in priority.
- Participated in **Agile** development, scoping and providing **LOE/effort-estimation**, and **documentation** of technical design, user workflows and UI architecture.
- Collaborated closely with UX-Designers, Product Managers, Architects to develop frontend architecture that enhances site-reliability, performance, and quality.

Front End Web Developer **Levi Strauss & Co.** **Jun 2017 - Dec 2020**

- Defined the new generation of user interface for fluid consumer-centric experience and built modular component library of front-end modules to be integrated with **CMS systems (SAP Hybris, Content Stack)** by leveraging headless frontend architecture.
- Ensured web compliance with strict **Web Accessibility** and **W3C-ADA Principles**, **Internationalization** and **SEO** standards for **Levi.com** and **Dockers.com** Ecommerce platform.
- Utilized web-technologies such as **ECMAScript 6**, **JavaScript**, **jQuery**, **VUEJS**, **ReactJS**, **HTML/HTML5**, **LESS**, **SASS/SCSS** and **CSS3** frameworks to produce cohesive brand style-guide, stylesheet along with reusable and maintainable UI components for frontend.
- Translated UI design mockups from **Zeplin** and **Figma** wireframes into cross-browser compatible web interactive experiences for Ecommerce and mobile platform for **Levi.com** and **Dockers.com**. Utilized **Adobe Scene 7 / AEM** for image and asset management.
- Conducted cross-browser and cross-device optimization, performance enhancement through lazy-loading techniques and task runners such as **GRUNT** and **Webpack**.
- **Managed global team deliverables** for partners worldwide, facilitating product launches with **effective communication** between Product Managers, Marketing team and UX team.
- **Led collaborative efforts with offshore team** to setup process of smooth and timely launches of latest products and promotions on **Levi.com** and **Dockers.com**

Front End UI Developer **Apple INC.** **Oct 2016 - May 2017**

- Developed features and fixes for internal **CMS** system, facilitating contents to other platforms such as web, support, and mobile apps.
- Provided consistent modern suit of tools while following standardized **UI/UX principles** for elegant look and feel.
- Maintained strict coding conventions for scalable, maintainable, and re-useable codebase.
- Generated UI test scenarios and unit test for components, abiding to strict deadlines and following **SCRUM-Agile** methodology and adhering to planned sprint deliverables.

Software Developer (UI/UX) **Scalable Systems Research Labs, INC.** **Mar 2016 – Oct 2016**

- **Built** user interface and intuitive experience in **collaboration with CEO** for various phases of semi-conductor chip design life cycle.
- **Designed** UI components, mockups, wireframes, and logos for the website using **Adobe Photoshop**, **HTML5**, **CSS3** and **JavaScript**.

Front End UI Developer, Intern **Sun Net, INC.** **Jun 2015 – Dec 2015**

- Collaborated closely with the VP of product to develop responsive user interface for an outage application using latest web technologies such as **ZURB Foundation**, **Bootstrap** for responsiveness and mobile first design.
- Enhanced user-centric data visualization using **D3.JS**, Data Table plugins, debugged and troubleshoot **DOM** using **Chrome Dev Tools**.

Education

Master of Science, Software Engineering **San Jose State University** **December 2016**

Bachelor of Science, Computer Science **Gujarat Technological University** **August 2013**