YAJURVENDRASINH GOHIL

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TechnicalSkills_____

- **Programming Languages & Frameworks:** JavaScript (ES5/ES6), ReactJS, Vue.JS, Node.JS, Express.JS, 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:** 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 technologies like **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 modules 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** e-commerce platform.
- Utilized web-technologies such as **ECMAScript 6, JavaScript, jQuery, VUE.JS, HTML/HTML5, LESS, SASS/SCSS** and **CSS3** frameworks to product robust, reusable, and maintainable code for frontend.
- Translated UI design mockups and **Figma** wireframes into cross-browser compatible web interactive experiences for e-commerce 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 2017

- **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**