

## Technical Skills

- **Programming Languages & Frameworks:** JavaScript (ES5/ES6), TypeScript React.JS, Vue.JS, Node.JS, Express.JS, AJAX, HTML/HTML5, LWC, Lightning Web Components, 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)

**Salesforce.****Jan 2024 - Current**

- Spearheaded adoption of the **Salesforce COSMOS Design System**, aligning **Tableau Next** with enterprise-wide UI standards—accelerating design implementation and boosting component consistency.
- Architected and delivered a suite of high-fidelity, reusable UI components ( Unified Filters, Data Pickers, Operator Panels ) by converting Figma designs into production-grade **LWC ( Lightning Web Components )**, leveraging **TypeScript** and **CSS** enabling cross-product reusability.
- Implemented **W3C WCAG 2.1** compliant accessibility features (**ARIA** roles, keyboard navigation, screen reader support) into Tableau Next dashboards, raising compliance leveraging **a11y** guidelines in collaboration with UX and QA teams.
- Partnered with UX Leads, Design System teams, and product stakeholders to uplift legacy interfaces to **SLDS Plus aligned Lightning Web Components**—empowering sister teams across the Tableau Next ecosystem.

### Sr. Software Engineer (Frontend)

**Roku INC.****Jan 2021 - Dec 2023**

- Revamped UI components of revenue generating subscriptions platform for cross-browser compliance and user retention by using cutting edge web technologies like **React.JS**, **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 **React.JS**, leveraged across multiple Roku apps, resulting in enhanced cohesion.
- 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, providing **LOE/effort-estimation**, and documentation of technical design, and UI architecture.

### 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 a modular component library reusable and maintainable UI components for 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.
- Translated UI design mockups from **Zeplin** and **Figma** wireframes into **cross-browser compatible** web interactive experiences for Ecommerce and mobile platforms 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. and
- **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 systems, 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 reusable codebase.

### 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 semiconductor chip design life cycle.
- Designed UI component mockups, wireframes, and logos for the website using **Adobe Photoshop**, **HTML5**, **CSS3** and **JavaScript**.

## Education

**Master of Science, Software Engineering****San Jose State University****December 2016****Bachelor of Science, Computer Science****Gujarat Technological University****August 2013**