

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

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| Sr. Software Engineer (Frontend) | Roku INC. | Jan 2021 - Current |
| <ul style="list-style-type: none">• 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. | | |

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| Front End Web Developer | Levi Strauss & Co. | Jun 2017 - Dec 2020 |
| <ul style="list-style-type: none">• 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 | | |

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| Front End UI Developer | Apple INC. | Oct 2016 - May 2016 |
| <ul style="list-style-type: none">• 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. | | |

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| Software Developer (UI/UX) | Scalable Systems Research Labs, INC. | Mar 2016 – Oct 2017 |
| <ul style="list-style-type: none">• 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. | | |

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| Front End UI Developer, Intern | Sun Net, INC. | Jun 2015 – Dec 2015 |
| <ul style="list-style-type: none">• 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

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