**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)** byleveraging 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** |