**Summary**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
Dedicated professional with extensive experience in enterprise applications and e-commerce platforms. Highly focused on creating visually appealing, user-centric designs and transforming them into accessible web applications. Proven ability to efficiently collaborate with cross-functional team of engineers, stakeholders and UX designer, ensuring the delivery of top-notch web experiences. Proficient at multiple front-end technologies including JavaScript (ES5/ES6), ReactJS, VUE.JS, SASS, LESS to build scalable UI components and modules, with strong commitment towards code quality, accessibility, and optimization principles. Well-equipped to being an asset and pivotal contributor to product visions and success, embodying a steadfast dedication to scalability and peak UI performance.  **Technical Skills**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
• **Web Technologies:** JavaScript (ES5/ES6), ReactJS, Vue.JS, Node.JS, Express.JS, jQuery, AJAX, HTML/HTML5, CSS/CSS3 ( Bootstrap, MUI, Tailwind, Foundation ), LESS, SASS/SCSS, REST API, Cypress, NoSQL, SQL, JSON.   
• **Design Proficiency:** Responsive Web Design, UX Design Principles, Adobe Photoshop, Figma, Storybook.   
• **Methodology & Version Control:** GIT, GitLab, AWS (CloudWatch, ElasticBeanstalk, DynamoDB), CI/CD, New Relic, Agile, Scrum, Kanban.

**Experience**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

* Remodeled and revamped UI components by incorporating **Material UI, ADA** and **W3C** principles for revenue generating subscription offers platform to improve user retention and user experience while **optimizing accessibility** and cross-browser compliance.
* Built and delivered **NPM** packages for UI modules leveraged across multiple Roku apps, resulting into enhanced cohesion.
* Maintained updated repositories on GitLab with regular deployments and logging using **AWS** services including **CloudWatch ElasticBeanstalk, DynamoDB**. Monitored frontend performance via **New Relic dashboards**.
* Published **GTM (Google Tag Manager)** tags to help with marketing and advertising content, boosting page views and presence.
* Collaborated closely with UX-Designers, Product Managers, Tech-Leads to construct frontend architecture that enhances site-reliability, performance, and quality. Participated in **Agile** development, scoping and providing **LOE/effort-estimation**, and **documentation** of technical design, user workflows and UI architecture.
* Partnered with fellow engineers to deliver user onboarding, device activation, email-templated, and account management experience and collaborated with high-impact cross-functional teams to launch products such as Paramount+, HBOMax, Peacock on Roku web-platform.

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| **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 frontend 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.

• 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.

• **Managed global team deliverables** for partners worldwide, facilitating product launches with **effective communication** between Product Managers, Marketing team, UX team and Engineering peers.

• 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.

• **Led collaborative efforts involving offshore team** of engineers in reviewing, testing, and optimizing codebase using tools such as **JSHint**, **ESLint**, minifiers and beautifiers for code compliance and deployment.

• Conducted cross-browser and cross-device optimization and performance enhancement through lazy-loading techniques, versioning through **GIT** and task runners such as **GRUNT** and **Webpack**. Leveraging **REST API** for **CMS API** consumption.

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| **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.

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| **Software Developer (UI/UX)** | **Scalable Systems Research Labs, INC.** | **Mar 2016 – Oct 2017** |

• **Worked directly with CEO and Tech-Lead** to gather requirements and design user interface components for various phases of app’s life.

• Utilized **Adobe Photoshop, HTML5, JavaScript** build UI components, mockups, logos, images contents and wireframes.

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| **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**, DataTable plugins.

• Deployed and used control versioning through **SVN, GIT**, 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** |

**ExtraCurricular**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

• NASM Certified Personal Trainer

• Bassist (Band: Complicated Case)

• Lead Guitarist (Band: Grad Beats, Harmonic Serenity)