Aniket

Senior Software Engineer

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SUMMARY

Senior Software Engineer with **6+ years of experience** developing large-scale full-stack applications, proficient in clean architecture, optimizing application efficiency, and improving user experience. **Having recently completed a successful frontend contract for a US-based organization,** I am highly experienced in collaborating across global time zones and delivering high-impact solutions for international markets. I remain interested in solving complex engineering problems and driving technological advancements.

EXPERIENCE

Senior Software Engineer, *Jiffy.com (E-commerce | US & Canada)*
10/2025 – Present
Remote, India

- Built a **Redraw Image** feature using **Vue.js, React, and TypeScript**, enabling users to request cleaner artwork. This reduced order cancellations and improved communication between customers and designers.
- Integrated **Klaviyo subscription and message-consent flow** using **JavaScript and React**, helping the marketing team run compliant campaigns and increasing overall conversions.
- Improved site SEO by fixing **hreflang and redirect issues** and optimising **server-side rendering in Ruby on Rails**, resulting in better international search visibility.
- Added enhancements to the **Design Lab** (React.js), improving editing tools, and added **Playwright** automation for design lab testing.

Senior Software Engineer, *Velotio*
08/2023 – 09/2025
Remote, India

- Designed a Migration solution from the old ROR-rendered app to a **React.js + JavaScript** application, improved UI load speed by **50%** & data load speed by **30%** by logically splitting the data request API.
- Led the initiative of developing a custom design library to unify UI components across all products (**React.js**), ensuring a consistent user experience and streamlining design implementation.
- Developed a white-label solution for selling insurance globally using **Typescript + React.js + Redux**, and contributed to the open-sourced stere-sdk npm library.
- Developed an **AI-powered** image editor using **Next.js + TypeScript,** for generating AI-enhanced images tailored for impactful advertisements on platforms like Facebook and LinkedIn.
- Implemented **Cypress** test automation for improving overall product testing and developer productivity.
- Integrated **Auth0** seamlessly with the platform for enhanced authentication while implementing Auth0 actions to intercept data flowing to Auth0 for optimized functionality.
- Implemented a highly scalable image generation flow using **Go** and **Node.js microservices** with **NATS** and **gRPC** for seamless async communication between services, improving
- Set up **Playwright** test cases and improved test coverage using **Playwright MCP**.

Software development engineer, *Yellow.ai*
12/2021 – 08/2023
Bengaluru, India

- Engineered a user identification flow in **TypeScript + React.js + Redux**, leveraging **Reactflow** for a seamless user identification journey, automating the process, and enhancing efficiency.

- Identified and resolved **CSS bundle size** issues, reducing it **from ~600kb to ~85kb** by eliminating redundant .less files and introducing **Tailwind**.
- Developed the front end (**React + Typescript**) of the Bot Builder, contributing to a **30% increase** in self-serve user adoption of the product.
- Implemented **microfrontend** architecture for integrations and marketplace module, reducing deployment time by **80%,** and enabled standalone module deployments.
- Developed all marketplace modules (**React.js** + **Node.js**), introducing bot import and export functionalities.
- Led a team of 2 engineers & 1 designer to enhance the overall quality of the chat builder platform. Identified gaps between the user experience (UX) and functionalities, increased test coverage using **Playwright,** and set up CI/CD to run **Playwright** tests using **cron job**.

Software Engineer, *Rocketium*   03/2020 – 12/2021
                                                                      Bengaluru, India
- Built a Bulk Image Edit feature with (**React + Redux + TypeScript**), allowing users to simultaneously edit **10,000+ images** in the browser, resulting in approximately **50%** reduction in campaign editing.
- Architected a custom font family upload feature in **TypeScript + Node.js**, enabling users to define their custom font family definitions aligned with their brands. This enhancement resulted in improved brand representation through custom fonts in creatives.
- Developed critical platform modules—campaign, authentication, template library, and media library—utilizing (**React + Redux + JavaScript**), ensuring seamless functionality and user experience..
- Led the **TypeScript** integration initiative, resulting in a **7% reduction** in platform crashes caused by null exceptions.
- Executed **SVG** upload functionality in (**React + Redux + Node.js**), empowering users to upload high-quality SVG images for their creatives. This initiative resulted in a **50% improvement** in creatives, with smaller file sizes optimized for web and mobile applications.
- Architected an image processing module using **AWS serverless** and **WebSockets**, implementing batching for optimization, resulting in a **40% reduction** in campaign turnaround time.
- Developed a **mobile-friendly** media library with a strong focus on performance and **user experience** (UX), ensuring smooth interactions and faster asset loading.

SKILLS & TECHNOLOGIES

- **Programming Languages:** JavaScript, TypeScript
- **Frameworks:** Node.js, React.js, Next.js, Vue.js
- **Testing tools:** Jest, Cypress, Playwright.
- **UI Libraries:** Tailwind CSS, Material UI, Ant Design, ShadCN UI
- **Database Systems:** MongoDB
- **Cloud Technologies:** AWS, Azure, Cloudfront
- **DevOps & Version Control:** Git, Docker
- **Other Tools & Technologies:** Jira, HTML, CSS, JS

EDUCATION

Bachelor of Computer Science, *Chitkara University*   2017 – 2021
                                                                     Chandigarh, India
- GPA: 9.6/10