

# AAYUSH SINGH

## Senior Frontend Engineer

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[LinkedIn](#) | [Portfolio](#) | [GitHub](#)

### PROFESSIONAL SUMMARY

Senior Frontend Engineer with 10+ years of experience and a track record of reducing load times by 45%, expanding user coverage by 40%, and leading teams of up to 6 engineers. Specializing in React.js, Next.js, TypeScript, and GraphQL across e-commerce platforms serving 1M+ users, fintech applications, and SaaS products. Skilled in building authentication systems, delivering WCAG-compliant interfaces, and optimizing frontend performance at scale.

### TECHNICAL SKILLS

**Languages:** JavaScript ES6+, TypeScript, HTML5, CSS3/SASS, Python

**Frontend:** React.js, Vue.js, Next.js 15, Nuxt.js, Redux, Zustand, React Query, Vuex, Context API

**Backend & APIs:** Node.js, Express.js, Flask, GraphQL, RESTful APIs, MongoDB, PostgreSQL

**DevOps & Testing:** NX Monorepo, Webpack, Vite, CI/CD, Git, Vercel, Docker, Jest, React Testing Library, TDD

**Architecture & Tools:** Micro-frontends, Design Systems, WCAG Accessibility, Material-UI, Tailwind CSS, Storybook, Figma, Agile/Scrum

### EXPERIENCE

#### Senior Experience Engineer (Frontend Lead)

Aug 2025 - Mar 2026

##### Publicis Sapient, Noida | Client: Goodyear Tires

- Architected a ground-up authentication system with sign-in (overlay panel and full-page), registration, forgot/reset password, Remember Me cookie logic, and Cloudflare Turnstile CAPTCHA with centralized token refresh using Next.js 15, TypeScript, GraphQL, and RESTful APIs
- Owned the Order Details page end-to-end, handling 3 fulfillment types, rebate system, partner savings (AAA/USAA), mixed-cart summaries, jump navigation, and guest order status flow across 400+ files using shared Design System elements
- Delivered profile and address CRUD, account overlay with dual guest and authenticated states, and migrated global state from React Context to Zustand, reducing unnecessary re-renders by 60% across the render tree
- Resolved 88 bugs across data-mapping, routing, and financial calculations with unit testing using Jest and React Testing Library; implemented analytics instrumentation across all authenticated routes via CI/CD pipelines with Git
- Engineered scalable platform infrastructure within an NX Monorepo supporting 5 brands and 12 locales, including CSRF protection, GraphQL proxy for server-side credentials, and React Query SSR with HydrationBoundary; delivered WCAG 2.1 AA compliance, achieving zero audit violations

#### Software Development Engineer 2 - Frontend

Mar 2022 - Dec 2024

##### SigFig, Noida

- Reduced application load times by 45% using React Suspense, lazy loading, and Vite build optimization across wealth management and financial advisory platforms, improving user retention by 35%
- Expanded user base by 40% by building core fintech modules, including add fund, fund breakups, questionnaire, user details forms, submitted details playback, and proposal PDF generation using React-PDF, with React Hook Form and TypeScript-driven forms rendered dynamically from JSON schema
- Integrated Contentstack headless CMS for content delivery and built Redux-based state management for complex multi-step financial workflows in an Agile/Scrum environment with Material-UI
- Achieved WCAG 2.1 AA compliance with ARIA standards across all interfaces, maintaining 95% unit test coverage through TDD practices with Jest and React Testing Library

#### Senior Frontend Developer

Jul 2021 - Feb 2022

##### Core Value Technologies, Noida

- Created a React.js e-commerce dashboard with real-time analytics using HTML5, CSS3, and Tailwind CSS, increasing merchant engagement by 35%
- Implemented internationalization with React-intl, supporting 12 languages with RESTful API integration, generating 25% revenue increase

#### Senior Frontend Developer

Apr 2019 - Jul 2021

##### RBJ Technologies (Foyr), Hyderabad

- Launched Foyr Neo's micro-frontend architecture serving 100K+ designers by building the Nuxt.js dashboard with Vuex state management and Vue.js UI layer for 3D interaction, with Storybook documentation and Figma-to-code design handoff workflows
- Led a team of 4 engineers through architecture decisions, code reviews, and sprint planning, reducing development time by 40% through a reusable UI library (buttons, cards, modals, lists, inputs)
- Created a dynamic form builder that generates property panels based on 3D object selection, enabling real-time texture editing and property manipulation for interior designers

#### Software Development Engineer

Feb 2018 - Mar 2019

##### Grarri Pvt. Ltd, Hyderabad

- Designed 25+ responsive templates and a configuration system with Node.js, Express.js, MongoDB, and PostgreSQL, improving platform adaptability by 50%

#### Software Development Engineer

Jun 2015 - Sep 2016

##### IIT Delhi, Delhi

- Engineered RHKN portal serving 50M+ rural users using Python, Flask, JavaScript, MongoDB, and Google Maps API, deployed with Docker containers for 99.9% uptime reliability

### PROJECTS

**QuizKode** - Artificial intelligence quiz platform with Next.js, TypeScript, real-time code evaluation, deployed via Vercel and Git [quizkode.com](#)

**Portfolio** - Next.js portfolio achieving 98/100 Lighthouse score with Webpack optimization and Framer Motion, hosted on Vercel

[aayushsingh-portfolio.vercel.app](#)

### EDUCATION

B.Tech, Electronics & Communication - GRD IMT, Dehradun