Aditya Raj

Frontend Engineer

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🧠 SKILLS

Libraries & Frameworks
Next.js, React.js, React Native, Three.js, D3.js, Node.js, Playwright

Languages
JavaScript, TypeScript, Python

Tools
Sentry, Logrocket, Segment, Storybook

📁 PROJECTS

Infinite Grids ⧉
This is a simple and easy to use library to create beautiful masonry layout with infinite loading without worrying about images sizes, aspect ratios, etc.

Giftwise ⧉
Built with the GPT-3 modal and launched during valentine's week to help give personalized gift recommendations which generated 100+ recommendations within 2 days of the launch.

Motion La La Land (WIP) ⧉
This project has a set of polished animating components, leveraging the best of framer motion and inspired from across the web.

Intersection Counter ⧉
A library to track the count of elements yet to enter the view is helpful in building features like showing the number of unread messages in a messaging app.

🎓 EDUCATION

B.Tech
Bangalore Institute of Technology
07/2019 – 08/2019 | Bangalore, India
Dropped out

💼 PROFESSIONAL EXPERIENCE

Subskribe ⧉
Senior Frontend Engineer - Web App
08/2023 – present | Remote, India

- **Led the design and implementation** of "Composite Orders", that allowed complex quote creation and helped **close $100k+ TCV deals**.
- Collaborated to improve **self-serve template builder**, drastically reducing engineering effort **for customised PDF** generation to 1/4th.
- Added **storybook tests** to track UI changes and **e2e tests** using playwright.
- Recognised for **ownership and speed of execution** after managing ad-hoc customer requests while shipping time-sensitive features without a designer.

Plaza Technologies ⧉
Frontend Engineer - Web & Mobile App
05/2021 – 07/2023 | Bangalore, India

- Led team of 3 frontend engineers to contribute across 4 projects including a mobile app and 3 web apps.
- Co-authored a **mobile app from scratch** while contributing to 2 other projects within the span of 4 months.
- Designed & Developed a **Dynamic UI** with 14+ theme customisations to tweak pieces of the UI.
- Developed a highly configurable **e-commerce page for creators**, featuring a checkout process that resulted in the company's first revenue.
- **Improved page performance** to bring down the page load time under 3 seconds and setup detailed event tracking for 300+ creator pages.
- Managed deployments and **solved configuration problems** which decreased build time and helped save over $100/month for concurrent builds.

Lirisoft ⧉
Frontend Engineer - Desktop Messaging App
04/2020 – 04/2021 | Remote, India

- **Most number of contributions** within 4 months of joining on a team of 24 developers.
- Analyzed application metrics to do optimizations like the virtualization of conversation lists which **improved app loading and scrolling performance** by almost 2.5 times.
- **Spearheaded** the development of 4 most asked customer features in **collaboration** with the QA and design team which led to an **appraisal within 8 months** of joining.

Upwork ⧉
Freelance Web Developer
11/2019 – 04/2020 | Remote, India

- **Landed 8+ gigs** from building beautiful websites to complex web apps using React.js from both inbound and outbound clients.