

# Shreyas Jani

Senior Front end developer with a passion to build good products and user experiences which not only look pleasing to the eye, but convert. Primarily worked with Fintech and Ecommerce startups.

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## EXPERIENCE

### **Aza Fashions, Prabhadevi, Mumbai — Sr. Front End Developer**

APRIL 2020 - PRESENT

Sr frontend developer responsible for sitewide implementation of front-end tasks. Tasked with helping migrate the existing website to a VueJS based implementation in the later half of 2020.

Leading the frontend architecture. Setup webpack, PostCSS, flexbox, CSS grid layouts to write custom stylesheets while using Tailwind CSS as the preferred CSS framework in place of Bootstrap 4 for ease of writing scalable CSS.

### **The Wedding Brigade, Andheri, Mumbai — Front End Developer**

JULY 2018 - MARCH 2020

Migrated the entire website to Bootstrap 4 from Bootstrap 3.

Only frontend developer responsible for sitewide implementation of front-end tasks. Analysed feasibility and implemented the UI for My Accounts flow that includes Wedding Planner, Order tracking. Developed card based components for landing pages. Managing the entire frontend codebase. Mogra banquets website for the banqueting arm of theweddingbrigade.com.

Managed landing pages for all their product verticals. Helped with campaigns, mailers. Ensured minimal use of JS to help with fast load time using components, modules built with nothing but CSS.

### **Coverfox.com, Andheri, Mumbai — Front End Developer**

MARCH 2017 - JULY 2018

Got a full time opportunity with Coverfox as a front end developer.

Helped build the current mobile homepage for Coverfox.com. Implemented UI and UX for Cashless Garages. Rehailed UI for the blog pages.

Made modular, reusable components for the static website. Built and maintained the Google AMP framework for articles.

Made form widgets for SEO pages. Adding relevant schema structure to help the SEO team cash in on organic traffic. Used React to build UI components.

Managed landing pages for all their product verticals. Helped with campaigns, mailers. Ensured minimal use of JS to help with fast load time using components, modules built with nothing but CSS.

## SKILLS

Google AMP

CSS, CSS Animations, JS, JQuery

Tailwind CSS, Bootstrap 3, 4

Custom CSS framework for cases where Bootstrap 3 or 4 add significant clutter to the codebase.

GIT

Webpack

PCSS (Post CSS)

Django templating

## EDUCATION

**Viva Institute of Technology, Virar — Dropped out of Mechanical Engineering**

AUGUST 2011 - DECEMBER 2014

Dropped out of Mechanical engineering to pursue interests in street photography, blogging and travelling. Blogged all of it on <https://thebrowniris.wordpress.com>

**Nirmala College, Kandivali East — HSC**

OCTOBER 2010

Appeared the boards in class improvement to match the CET score of 120/200.

**St. Xavier's, Nasik Road — SSC**

MARCH 2008

Secured distinction in the state board exams.

## **Coverfox.com, Andheri, Mumbai — UI/UX Intern**

JANUARY 2017 - MARCH 2017

Got an internship with Coverfox for UI and UX. Learnt the basics of HTML, CSS, JS on the job and how a product is built, shipped and deployed in a start-up.

### **LANGUAGES**

Hindi, Gujarati, Marathi, English.

### **PROJECT HIGHLIGHTS**

#### **React JS, coverfox.com, full time**

Hands on experience with quote forms for Car, Bike and Term products of Coverfox.com. Made modular quote forms for landing pages per requirement from the business team. Quote widget for homepage, landing pages, article pages.

#### **React JS, theweddingbrigade.com, full time**

Built the checkout form in React to ensure faster checkout. Currently rewriting the product listing front end in React JS.

#### **AMP Components, coverfox.com, full time**

Built from scratch and scaled on AMP infrastructure for articles for all the categories. Hands on experience with AMP restrictions, workarounds and ensuring the pages are structured as per requirement from the SEO team.

#### **Bootstrap 3 - 4 Migration, theweddingbrigade.com, full time**

Major overhaul on the existing Bootstrap 3 framework and building new components and converting existing components to Bootstrap 4 while ensuring the sanity of the website.

#### **Utility first CSS, theweddingbrigade.com, full time**

Reducing dependency on Bootstrap 4 to reduce codebase bloat and write custom, utility based css for the organizational needs.

#### **Mogra Banquets, mograbanquets.com, theweddingbrigade.com, full time**

New website for mograbanquets.com, the banqueting arm of theweddingbrigade.com

#### **Aza Fashions, azafashions.com, full time**

Setting up the frontend architecture for Aza Fashions post the companies decision to setup an internal tech team. Helping write scalable CSS using PostCSS and Tailwind CSS. Introducing CSS grids, Flexbox into a codebase that is largely unscalable. Modular components for PDP, Checkout. Planned VueJS framework for the frontend in the second half of 2020.

#### **Scalable UI Architecture, pixeldust.in, freelance**

Freelance UI development for a third party project for Pixeldust. Manage and maintain the front end codebase using PostCSS. This project is an admin dashboard which helps the organizers track events that are currently underway in colleges.