

Ayush Dogra

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SUMMARY

Software Engineer with 5 years of experience building scalable, production-grade web applications using **React**, **Next.js**, and **TypeScript**. Proven track record of improving performance, UX, and reliability across enterprise systems and payment-enabled platforms. Actively seeking frontend or full-stack roles with long-term growth.

TECHNICAL SKILLS

Frontend: JavaScript, TypeScript, React, Next.js, Redux, HTML5, CSS3, Tailwind CSS, Bootstrap, Material UI, React Router
Backend & APIs: Node.js, RESTful APIs, SQL (MySQL), MVC Architecture
Tools & Platforms: Git, VS Code, Visual Studio, Jira, AWS
Practices: Agile, Scrum, Responsive Design, UI/UX Principles

EXPERIENCE

OptiPhoenix Xperts

Feb 2025 – Present

Frontend Developer

Remote, IN

- Engineered an **AI agent** using **Convert MCP** to automate end-to-end A/B experiment creation, reducing setup time significantly — adopted across the team.
- Built a **Figma-to-code** pipeline using a **Figma MCP**-powered agent that auto-generated experiment-ready **HTML/CSS** directly from design files, cutting design-to-dev handoff friction.
- Developed an **AI-driven repo scaffolding agent** that automated project setup for new A/B experiments, standardizing structure and accelerating team onboarding.
- Led **100+ A/B experiments** for high-traffic e-commerce clients, driving conversion improvements of up to **22%** across core user journeys.
- Built and maintained responsive, conversion-focused user interfaces using **HTML**, **CSS**, and **JavaScript** within an experimentation-driven environment.
- Developed reusable and scalable frontend components in **React.js**, leveraging **Redux**, **Zustand**, and **Context API** for predictable state management.
- Shipped production features using **Next.js** and **Node.js**, integrating successful A/B variants into stable, long-lived codebases along with **MySQL**.
- Collaborated closely with product, design, and analytics teams in **Agile** workflows to translate business goals into measurable UX improvements.
- Improved frontend **performance**, **accessibility**, and **responsive behavior**, ensuring consistent experiences across devices and browsers.

Freelance Web Developer

Feb 2024 – Feb 2025

LinkedIn

Remote, IN

- Designed and developed the official website for **The Earth Saviours Foundation (NGO)** using **Next.js** and **Tailwind CSS**. Owned UI/UX end-to-end, implemented **SSR** for SEO, and integrated **Razorpay** for donations resulting in improved **organic traffic and donation success rate**.
- Delivered full UI/UX design and frontend build for **LevelAid**, a digital marketing agency. Built with **React.js** and **Tailwind CSS**, the site saw faster load times and higher **lead conversion rates** post-launch.
- Contributed to commercial sites like **convendum.se**, **forstepstyle.com**, **hermanson.com**, **brightbid.com**, and **lakritsroten.se** — improving UI responsiveness, reducing bounce rates, and enhancing performance through optimized frontend implementations. Also optimized backend using **Dotnet**, **MySQL**.

Cognizant Technology Solutions

Nov 2021 – Feb 2024

Jr. Software Engineer

Gurugram, IN

- Worked with multiple 3M teams, including the **GCCR (Global Credit Card Request)** project — developed a portal to manage FoodCard, Entry Card, and other internal request flows.
- Refactored legacy codebase to align with the latest **React** version, adopting modern patterns and improving maintainability.

- Implemented performance optimizations during migration, leading to a **120% improvement in page load times** and significantly smoother UX.
- Collaborated with design teams to revamp the interface, delivering a clean, responsive, and performance-optimized UI using **React** and **Redux**.
- Partnered with QA to ensure cross-browser compatibility and reduce regression issues across the updated portal.
- Performed regular **code reviews**, enforced best practices, and actively contributed to sprint planning, grooming, and team discussions in Agile workflows.
- Worked on feature enhancements and bug fixes post-migration, ensuring functional stability and client satisfaction.

TrueInfosystems

May 2020 – Apr. 2021

Associate Web Developer

Solan, IN

- Led end-to-end delivery of 3 web development projects — from requirement gathering, client communications, and UX/UI design to development and deployment — ensuring on-time delivery and client satisfaction.
- Designed and developed responsive, SEO-optimized web applications using **React, HTML, CSS, and JavaScript**, resulting in an average **35% increase in page speed scores** and enhanced mobile usability.
- Redesigned legacy websites with modern, intuitive UI/UX tailored to business needs — leading to improved user engagement and reduced bounce rates.
- Integrated **Redux** for scalable state management and optimized performance using **Webpack** and **Babel**, enhancing loading times and runtime efficiency.
- Worked directly with clients to understand project goals and iterated quickly on feedback, boosting overall client retention and satisfaction.
- Maintained clean codebase with **GitHub**, handled version control, and resolved merge conflicts while collaborating effectively with cross-functional teams.

PROJECTS

3M GCCR Portal | *React, Bootstrap, Redux, REST API*

Nov 2021 – Feb 2024

- Developed and maintained the internal 3M Global Credit Card Request portal.
- Reduced card approval clicks and improved user flow for Admin, Managers, and Employees.
- Boosted performance with **static content caching** and optimized DB queries via indexing.

TESF NGO Website | *Next.js, Tailwind, Razorpay, UI/UX*

Jun 2024 – Jul 2024

- Led end-to-end design and development, from UI/UX to deployment.
- Achieved **150% performance gain** over the previous site.
- Integrated Razorpay for donations and built a dynamic, cached image gallery.

Food Ordering App | *React, Tailwind, Swiggy API*

May 2018 – May 2020

- Built an e-commerce-style food app with real-time restaurant data using Swiggy API.
- Implemented smooth routing, reusable components, and responsive UI.

EDUCATION

University Institute of Information Technology, H.P.U.

Shimla, IN

Bachelor's of Technology in Information Technology

Jun. 2017 – Jun. 2021

St. Mary's Convent School

Kasauli, IN

Senior Secondary School

Feb. 2015 – Mar. 2016