

Shubham Gupta

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SKILLS

- JavaScript, React.js, Next.js, HTML, CSS, Tailwind CSS, Material UI, Redux, Context API, Webpack
- React Testing Library, Vitest (Jest), JS-DOM, Jest-DOM, A/B Testing, Sentry, Git, Google Analytics
- SEO, SSR, Web Vitals, Security, Performance, Test driven development, Responsive UI, Figma

EXPERIENCE

[Cars24](#) (Gurgaon) **SDE 2 (Team Lead)** **Dec 24 - Present**

- Added **vernacular language support** for article pages via subdomain-based API handling and dynamic redirections, along with **language-specific** fonts, styling, and SEO enhancements.
- Built a reusable **GTM architecture** using React custom hooks and Intersection Observer to track page, section, and scroll-based view events across pages consistently.
- Implemented Bikes24 homepage hero section with an **infinite carousel** supporting media playback for videos, GIFs, and images, including **HLS streaming** and smooth, responsive thumbnail transitions.
- Led **code reviews**, managed **sprints**, **interviewed 30+** candidates, and **mentored** new joiners.

[Money Mantra AI](#) (Remote) **Frontend Engineer** **Oct 23 - Nov 24**

- Delivered 20+ landing pages optimized for **core web vitals**, achieving **90+** PageSpeed scores on desktop, **80+** on mobile, and 100 SEO scores.
- **Reduced build time** by **35%** using parallel processing and incremental asset minification, saved development effort by **automating tasks** for cache busting.
- Implemented **config-driven layout** and optimized React app's **performance** by code splitting, asset optimization, throttling and lazy loading.
- Implemented **Security guidelines** and **reduced** web app's vulnerabilities, by setting appropriate headers, permissions and sanitizations.

[ET Money](#) (Gurgaon) **SE 2** **Jan 20 - Sept 23**

- Acted as a **POC** for all Mutual Fund related tasks and completely owned **3 Product dashboards**, including related pages like investment / transaction / SIP details etc, reflecting current value, gain %, P&L, one day change, **live stock prices updates** etc.
- Implemented **A/B Testing** in user onboarding flow to establish the better performing bank addition journey, which led to increase in **user's conversion** by **30%**.
- Implemented **Sentry** across the website for performance and error monitoring, which reduced the **crash rate** from **6% to 3%**.

[Byju's](#) (Bangalore) **Associate Developer** **Jun 19 - Dec 19**

- Contributed to the development of **CMS features** to streamline the creation and management of competitive exam papers for 11th–12th grade.

PROJECTS

[React Testing Suite](#) [Github](#)

- Testing module targeting **Functional** and **Regression testing** for React app with **90+ test cases (Unit, Integration, E2E)** and **95% coverage**.

EDUCATION

B.Tech, Software Engineering	Delhi Technological University, Delhi	79.4 % (2019)
12 th , CBSE	St. Joseph's Academy, Delhi	95.4 % (2015)