

Hardik Parashar

Frontend Engineer (Full Stack) | Product Builder

Front-end-focused full-stack engineer with 5+ years of experience building and scaling complex web applications using React.js and Node.js. Skilled in performance optimization, product development, and SEO-driven platforms. Experienced in using AI/ML tools and prompt engineering to improve development workflows and build intelligent product features.

Contact

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Skills

React.js	Very Good
Node.js	Very Good
AWS/Azure	Very Good
Mongo DB/SQL	Very Good
AI prompt engineering	Very Good
HTML/CSS	Excellent

Work History

2023-03 (current)	Tech Lead and Product Development in Banva.io(AI Subtitling tool) (React and Node.js) Contributed to the development and scaling of a web-based AI subtitling and translation video editor built with React, Node.js, and MongoDB, implementing core features for subtitle editing, video processing, and export. - Worked extensively on file system UI, video editor UI, Created entire mobile UI for video editor - Led and extensively improved frontend performance optimisations with various lazy loading, bundle splitting (Vite), created caching for static pages which reduced load time of pages to less than half. Made Lighthouse metric improvements (LCP, CLS, TBT, TTFB) and large file delivery optimization via CDN configuration. Designed and developed almost all landing pages in react with performance optimization, improving discoverability and strengthened SEO which doubled our search results within a few months. - Enhanced video processing service using Remotion library in React in frontend and backend. Made the video editor more robust and video outputs better than before. - Developed and fixed various bugs in backend APIs and services for media handling, user login flows, and worked on payment gateway. - Integrated GST registration API. Created an auto invoice system for billing both frontend and backend. Worked on various payment features - Integrated analytics and conversion tracking using Google Tag Manager and GA4, implementing custom event tracking (login clicks, scroll depth, engagement events) and performance measurement.
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- 2021-07 - 2022-12 **Senior Front End Engineer in 99acres.com (Info Edge)**
Noida, India
Helped my team deliver front-end engineering solutions using **React.js, Redux, HTML, SCSS, YAML** working with other developers, UX designers, product managers, SEO and marketing team.
- **Develop new features for the main Search Page and Home Page on both desktop and mobile-site of 99Acres, maintaining existing features and fixing vital bugs. (React.js, Redux, HTML, CSS, SCSS).**
 - **Created landing pages for marketing campaigns**
 - **Worked on performance-optimisation of the existing pages to get better Google Pagespeed SEO rankings**
worked on metrics such as CLS, TBT, size of pages, etc.
 - **Came up with idea and created an internal GUI tool to monitor performance of the live pages. This tool was used company-wide(using react)**
 - **Worked with backend team on UI and execution of email campaigns for marketing(YAML, Apache velocity, HTML)**

- 2019-07 - 2021-05 **Full Stack Software Engineer in Kommunicate.io(Chatbot platform, open source)**
Bengaluru, Karnataka
Helped my team deliver full stack solutions using **React.js, Node.js, Mysql, mongo db.**
- **Maintained UI and Back-End development for the Billing system of the web-app of the platform.** Created/enhanced reusable UI components. maintained REST APIs, third-party integrations and managed DB system.
 - **Created internal GUI tool and REST APIs for billing system** which significantly helped in reducing time taken to interact with the billing database system internally.(HTML, CSS, Javascript vanilla)
 - **Integrated/Maintained code-base for third party tools such as Zapier, Google Dialogflow, Facebook messaging API, etc in the web-app** which included POC, creating front-end UI components in React.js, maintaining REST APIs, handling db system and handling production issues for same.
 - **Contributed in the chat-messaging service system** by handling UI as well as back-end tasks.
 - Was consistently top performing in resolving technical queries and directly communicating with clients and customers (both overseas and Indian) with code-based solutions.

- 2018-06 - 2018-07 **Web Development and NLP Intern**
Kommunicate, Bengaluru, Karnataka
- Developed a python-based chat-bot client using an open source Natural Language Processing Framework(RASA) now being used in their product Kommunicate.io and created REST APIs for the same.

2017-06 - **Web Development Intern**

2021-07

Applozic Inc, Remote, Remote

Integrated a picture viewer in the chat application web-app and converted jquery code into vanilla javascript code.

Education

2015-07 - **B.tech: Computer Science and Engineering**

2019-06

Graphic Era University - Dehradun

2014-04 - **XII: Science**

2015-05

Delhi Public School - HARIDWAR

Tools

- JIRA
- Git / github.
- AWS (S3, EC2, codepipeline, EBS, amazon lex, etc)
- Postman