

# Srijan Sinha

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## PROFILE

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Frontend Engineer with 3+ years of experience building and optimizing high-traffic web applications. Currently working on [mrmed.in](#) 📈 (1M+ monthly users), driving performance improvements, Core Web Vitals optimization, and scalable user journeys across cart and ordering flows. Focused on delivering fast, reliable, and business-impacting frontend solutions.

## SKILLS

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JavaScript | TypeScript | HTML | CSS | React JS | Next JS | Redux (Redux Toolkit) |  
React Query (TanStack Query) | Tailwind CSS | Ant Design | Material UI | Framer Motion |  
SSR/ISR/SSG | Performance Optimisation & Caching Strategies | Node JS | Express JS |  
Nest JS | REST APIs | MongoDB | AWS | S3 | Cloudflare | Vercel | AWS EC2 |  
Cloudflare R2 | Git | Postman | Cursor

## PROFESSIONAL EXPERIENCE

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### Software Development Engineer-Frontend

09/2025 – Present | Bangalore

MrMed 📈

#### User-Facing Platform ([mrmed.in](#) 📈 )

- Contributing to [mrmed.in](#) 📈 , a high-scale e-commerce platform serving **1M+ monthly users**, building resilient frontend systems capable of handling significant traffic spikes during sale events.
- Reduced homepage **bounce rate from 8% to 0.5%** by optimizing **Core Web Vitals (LCP, CLS, FCP)** through ISR, lazy loading, dynamic imports, optimized image loading, font optimization, and strategic third-party script management.
- Improved **SEO and crawlability of product/catalog pages** by eliminating client-side loading/redirect gates, removing SSR bailout causes, and moving redirects from browser execution to **server-side middleware**, ensuring Googlebot receives complete product HTML including title and H1.
- Designed a **cache-first delivery architecture with Cloudflare**, combining edge/browser caching, custom cache keys, and Next.js ISR (**5-minute revalidation**) for public catalog and content pages, reducing unnecessary origin traffic and improving resilience during high-traffic and DDoS events.
- Optimized **route-level JavaScript bundles from ~1.33 MB to ~800 KB per route** by analyzing dependency composition with **Next.js Bundle Analyzer**, identifying heavy dependencies and reducing unnecessary client-side code.
- Improved homepage rendering performance by keeping **above-the-fold content in the initial HTML**, prioritizing LCP assets, reserving image dimensions to minimize CLS, dynamically loading below-the-fold sections, and deferring non-critical third-party integrations.
- Optimized **frontend font delivery** using next/font, self-hosted font assets, metric-adjusted fallbacks, and selective font preloading to reduce render-blocking network requests and improve initial text rendering.
- Leveraged **Microsoft Clarity session recordings and interaction analytics** to identify **rage clicks and dead clicks**, redesigned problematic UI interactions and flows, and reduced these friction points by **~50%**, resulting in a more intuitive and engaging user experience.
- Led enhancements in **Cart Flow and Multi-Mode Upload Ordering System**, improving ordering flexibility, reducing drop-offs, and optimizing conversion-critical user journeys.
- Designed and shipped business-critical features including **Cold Chain Packaging workflow**, partnership landing pages (e.g., Navya Care), and a revamped end-to-end medicine ordering experience to improve compliance, usability, and conversions.

## Admin & Operational Systems

- Ensured seamless feature parity between the user platform and **Admin Panel**, aligning configuration-driven workflows with frontend implementations.
- Contributed extensively to the **Order Management System**, strengthening order lifecycle control, operational reliability, and backend-frontend integration.
- Built and enhanced a **Feedback & NPS Management System**, enabling structured customer insights, churn analysis, customer loyalty tracking, and data-driven revenue growth decisions.

## Associate Consultant

09/2023 – 09/2025 | Kolkata

*ITC Infotech*

- Engineered reusable UI components including a custom **Shimmer Skeleton Loader** using React and Tailwind CSS, and built a scalable **multi-step form** with schema-based validation using Zod and React Hook Form, ensuring robust client-side validation and enhanced UX.
- Refactored API architecture by migrating network calls into **Redux Toolkit slices (createAsyncThunk, extraReducers)** and leveraged **TanStack Query (React Query)** for efficient data fetching, caching, and background synchronization, improving state management and performance.
- Implemented secure and environment-driven configuration using **.env-based runtime variables**, promoting maintainability, clean architecture, and production-grade frontend standards.

## EDUCATION

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### B.Tech, Electronics And Communications Engineering

08/2019 – 07/2023 | Kolkata

*Techno Main Salt Lake*

### Intermediate, PCM

04/2018 – 03/2019

*D.A.V Public School Koyla Nagar- Dhanbad*