

# Shubham Gupta

+91-9873120444 | [shubhamgpt1997@gmail.com](mailto:shubhamgpt1997@gmail.com) | [LinkedIn](#) | [Leetcode](#) | [Github](#)

## SKILLS

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

## EXPERIENCE

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### Freelancing (Remote)

Oct 23 - Present

- Delivered **20+ landing pages** with page speed scored **90+** for Desktop and **80+** for M-web view and **100** SEO score.
- **Reduced build time** by **35%** using **parallel processing** and **incremental asset minification**, saved development effort by **automating tasks** for **cache busting** and implementing **module-wise build scripts**.
- 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, identified through **Penetration testing**, by setting appropriate headers, permissions and sanitizations.

### [ET Money](#) (Gurgaon)

SDE 2

Jan 20 - Sept 23

- Acted as a **POC** for all Mutual Fund related tasks and as a **Team Lead** in high-paced tasks for the financial platform, which caters to **10 millions** of users.
- Completely owned **3 major Product dashboards**, including related pages like investment / transaction / SIP details etc, reflecting current value, P&L, gain %, 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%**.
- Led **code reviews**, managed **sprints**, **interviewed 30+** candidates and **mentored** new joiners to get up-to-date with existing structure.

## PROJECTS

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### [React Testing Suite](#)

[Github](#)

- Testing module targeting **Functional** and **Regression testing** for React app with **90+ test cases (Unit, Integration, E2E)** and **95% coverage** for 5 apps - Stopwatch, Countdown timer, Tic-Tac-Toe, Notepad, Auto-suggest countries.

### [Voice2post](#)

[Github](#)

- An **AI assistant** which converts user speech into text using the **Web Speech API** and enhances captured / edited text by **OpenAI's** APIs with custom or predefined **prompts** for LinkedIn and Twitter.

### [Triedwhatnot.com](#)

[Github](#)

- A portfolio website, built on **Node-Express server** and deployed on **Vercel**, which serves multiple React apps and Landing pages. Optimized for **SEO**, **Performance** and **Security**.

## EDUCATION

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B.Tech, Software Engineering  
12<sup>th</sup>, CBSE

**Delhi Technological University, Delhi**  
**St. Joseph's Academy, Delhi**

**79.4 % (2019)**  
**95.4 % (2015)**