PRAVEEN PAL

Senior Frontend Engineer | React, Next.js, TypeScript | Full-stack with Node.js, PostgreSQL and AWS
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SUMMARY

Frontend engineer with 7 years in React, Next.js and TypeScript, plus Node.js, PostgreSQL and AWS. Founding engineer and tech lead at Folkflair Fashion: built its e-commerce platform from scratch and cut LCP from 4.6s to 1.8s. Earlier, owned a US healthcare patient portal, led a team-wide standards effort and built a component library for 7+ projects.

TECHNICAL SKILLS

Frontend: React, Next.js (SSR), TypeScript, JavaScript, React Native, Redux, Zustand, Styled Components, HTML/CSS, Core Web Vitals, Lighthouse, Accessibility (WCAG AA), Technical SEO
Backend & data: Node.js, Express.js, Python, FastAPI, GraphQL, REST, PostgreSQL, MongoDB, Kafka
Cloud & delivery: AWS (Lambda, EventBridge), Vercel, GitHub Actions
Testing & monitoring: Jest, Cypress, Playwright, Sentry, New Relic, PostHog
AI: AI-agent product workflows, AI-assisted development (Cursor, Claude Code)

EXPERIENCE

Senior Full Stack Engineer (Founding Member) **Dec 2024 – Present**
Folkflair Fashion *Jaipur*
Women's ethnic-wear brand (own store, Amazon, Flipkart, Meesho): 1,500 products, 600–700 orders a month. Led the five-person tech team.

- Built the platform from zero: Next.js storefront/checkout, Node.js, PostgreSQL, GitHub Actions CI/CD to AWS and Vercel.
- Reworked product and checkout pages (server rendering, lighter checkout bundle, compressed images, fewer third-party scripts, mobile-first checkout): LCP 4.6s to 1.8s, INP 420ms to 140ms, CLS 0.28 to 0.04 (PageSpeed Insights, Lighthouse).
- Designed and built a centralized inventory and product sync service (Node.js, AWS Lambda, EventBridge, Kafka) for Amazon, Flipkart and Meesho: bulk uploads from a spreadsheet and stock pushed to every channel, with rate-limit handling, retries and overselling protection.
- Owned technical SEO for product and collection pages: indexation, keyword mapping and internal linking.

Senior Software Engineer **May 2023 – Sep 2024**
NCompas Business Solutions (IT services) – client: St. Elizabeth Healthcare, Kentucky, US *Hyderabad*

- Owned the patient appointment portal for St. Elizabeth Healthcare in a team of four (React, Node.js, PostgreSQL), working with doctors and project managers. Built to WCAG AA (the ADA and EAA baseline), meeting AAA criteria where feasible.
- Raised test coverage from roughly 25% to 70–80% with Jest and Cypress baselines and test-driven development.
- Led a six-month standards initiative for 10+ engineers: code quality (strict TypeScript, linting, formatting), frontend performance, accessibility, SEO, API and database security, testing and releases. Adopted team-wide.

Software Engineer II **Jan 2022 – Apr 2023**
Terralogic (IT services) – client: Xoxoday, Plum rewards platform *Bengaluru*
Stack: React, Next.js, GraphQL, Styled Components, Playwright, New Relic.

- Created an internal React component library used across 7+ Terralogic projects.
- Built the payment micro-frontend in Next.js so it deploys independently of the legacy React monolith; Stripe and Razorpay.
- Used GraphQL on client and server to serve product catalog, inventory, pricing, reviews and cart data through one API.
- Introduced test-driven development with Jest and Cypress; the QA team reported about 40% fewer bugs per sprint.
- Mentored 12–15 new joiners on real projects; they were ready for junior roles in 3–4 months instead of 8–10.

UI/UX Developer – *Design Dimensions, Delhi NCR* **Feb 2019 – Dec 2021**

- Built 20+ responsive client sites (JavaScript, HTML, CSS) and WebGL/3D sites that won INR 10L+ in new business.

PROJECTS & OPEN SOURCE

Jeeva AI **jeeva.ai**
AI sales-agent SaaS: $6M+ ARR, 12K+ daily active users, 100+ enterprise customers
Stack: React, Redux, Python, FastAPI, MongoDB.

- Integrated the AI agent flow into the homepage: lead search, email and LinkedIn automation run straight from the agent.
- Integrated 18 third-party tools: Salesforce, HubSpot, Dynamics 365, Pipedrive, Zoho, Close, GoHighLevel, Slack, Teams, Gmail, Outlook, Google and Outlook Calendar, Notion, Airtable, Google Sheets, Snowflake and Coda.
- Made the Leadgen module mobile-responsive and more accessible; load time dropped from about 7s to 2–3s.

- **Web Almanac 2020, HTTP Archive:** implemented Hindi localization for the report site and translated its content.
- **Daily Execute:** solo-built habit tracker on Google Play (React Native/Expo, Zustand, Express, Supabase, PostHog, Sentry).
- **Writing & mentoring:** Substack posts; talks on performance and developer productivity; Top 5% Topmate mentor.

EDUCATION

Bachelor of Computer Applications, Amity University, Noida | CGPA: 8.1 2018 – 2021
Diploma in Graphics, Web Design & Development, Arena Animation | Grade: A+ 2017 – 2019