

Aakarshit Choudhary

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TECHNICAL SKILLS

Languages: JavaScript, TypeScript, HTML, CSS

Frameworks: React, Next.js, Node.js, Express.js, Zustand, ReduxToolkit, Vercel, MongoDB, TailwindCSS

Developer Tools: Git, VSCode, Linux, PostMan

PROFESSIONAL EXPERIENCE

Frontend Developer

Jan 2025 – Present

Rentickle

Gurugram

- Faced a performance bottleneck where the total bundle size was **6MB** due to heavy icon usage. Replaced **React Icons** with **Lucide Icons**, reducing bundle size to **600KB** and cutting **First Load JS** from **4.5MB** → **400KB**.
- Utilized **PageSpeed Insights** and implemented advanced **SSR optimizations**, lowering **First Contentful Paint (FCP)** from **2s** → **1s** and **Largest Contentful Paint (LCP)** from **37s** → **12s**.
- Improved Lighthouse performance score from **17%** → **53% on mobile** and **72% on desktop**, significantly enhancing SEO and UX.
- Led frontend-driven infrastructure optimizations that reduced **Vercel monthly costs** from **\$1.8K** → **under \$400**.
- Reduced **Fast Data Transfer** from **150GB/day** → **under 40GB/day** by optimizing bundles and adopting **SSG and ISR**.
- Cut **Edge Function duration** from **3.3K GB-hrs (\$250/month)** to **\$47-\$60/month**, significantly lowering compute costs.
- Reduced **Edge Requests** from **141M** → **60M**, saving an additional **\$266/month**.
- Helped successfully launch and scale the platform to **100K+ weekly users** and **1.5M+ total visitors**, validating performance, scalability, and cost-efficiency improvements.
- **Rebuilt** the e-commerce platform from scratch using **Next.js, TypeScript**, and **BFF-based authentication with NextAuth**, improving scalability and maintainability.
- **Engineered server-side rendering (SSR)** for SEO-critical pages, improving crawlability and organic search performance.
- Implemented **dynamic metadata generation** and **allCatch routing** for product and category pages, enabling SEO-optimized URL structures.
- Integrated a full **e-KYC onboarding flow** with clean UI/UX, reducing friction and drop-offs.
- Built a scalable internal **UI component library** with reusable and accessibility-compliant components.
- Increased homepage conversion by **13%** through performance-aware UI enhancements and parallax effects.

Frontend Developer Intern

Jul 2024 – Dec 2024

Rentickle

Gurugram

- Built a complete landing page using **Next.js, TypeScript**, generating **4+ high-value leads** within 10 days.
- Reduced hero section load time by **70%** using lazy loading, LCP image optimization, and code-splitting.
- Created a data-export utility using **Node.js and MongoDB** to generate downloadable CSVs, improving marketing ops productivity by **30%**.

PROJECTS

Bright Arc (Freelance) | *Next.js, Tailwind CSS, Zustand, Shadcn UI, SSR* [🔗](#)

May 2025 - June 2025

- Developed a scalable mentorship service site with **SSR-based blog system, slug routing**, and category filtering.
- Created a complete **custom CMS** from scratch to manage blogs, comments, and categories with admin approval features.
- Implemented authentication in CMS using **NextAuth**, securing access to moderation features.
- Utilized **Shadcn UI** and **Tailwind CSS** to deliver a lightweight, accessible, and responsive UI.
- Managed global application state using **Zustand**, maintaining separation between frontend and admin state.

EDUCATION

Noida Institute of Engineering and Technology

B.Tech in Electronics & Communication Engineering

2019 – 2023

Greater Noida, India