

Jaspreet Singh

Senior Frontend Developer

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A Frontend Developer passionate about creating seamless, intuitive user experiences. With years of experience in both freelance and corporate environments, I specialize in delivering visually appealing, highly functional, and accessible digital products.

My expertise lies in leading UI development and driving product design initiatives. I excel in frontend technologies like HTML, CSS, JavaScript, and ReactJS, crafting responsive and performant user interfaces.

My ability to bridge design and development enables me to create cohesive user experiences that align with both user needs and business objectives. While my focus is on frontend and design, I'm also familiar with backend concepts, allowing me to effectively collaborate with full-stack teams.

By combining strong technical skills with a keen eye for design, I consistently deliver products that not only meet functional requirements but also delight users and drive engagement.

SKILLS & COMPETENCIES

Web Development

- HTML
- CSS
- JavaScript
- ReactJS
- TanStack Query
- TanStack Form
- Zod
- React Testing Library
- Git
- Redux toolkit
- NextJS
- Tailwind
- Webpack
- NodeJS
- Responsive UI
- Web Accessibility
- SEO optimization

UI/UX Design

- Figma
- Design system
- Responsive web design
- Accessible design
- Prototyping
- User testing
- Information architecture
- Visual design
- Interaction design
- Wireframing

WORK EXPERIENCE

Valuelabs

cin7.com

Senior Frontend Developer

Sept 2024 - Present

- **Leading a team of 3 frontend developers** in the migration of Cin7 Core from **ExtJS 4.1 to React**, mentoring junior developers, and ensuring consistent coding standards across the team.
- Architected a modern frontend using **Vite + React** with **TanStack Query** for server state management, **TanStack Form with Zod** for type-safe validation, **Shadcn/ui and Tailwind CSS** for UI components, and **Re-Ext** for complex data grids—implementing error boundaries, establishing testing infrastructure with **React Testing Library**, and seamlessly integrating with existing .NET Core APIs.
- **Actively participating in sprint planning and refinement sessions**, collaborating with product managers and business analysts to break down features, estimate effort, and prioritize the migration roadmap while coordinating with QA and backend teams to define API contracts and test strategies.
- Maintaining the legacy ExtJS codebase in parallel—triaging production bugs, delivering critical feature requests, and ensuring business continuity during the phased migration.

BluMatter, Inc.

cleverx.com

Frontend Developer / Product Designer

Sept 2021 - July 2024

- Led the design and UI development of a research survey tool, enabling users to run surveys with CleverX participants. Simplified the survey creation process by reducing steps by 10% through **AI-driven features that send invites based on survey details and generate screener questions to filter the survey audience, reducing the survey failure rate.**
- Led the design of **CleverX's advanced search** feature, providing similar functionality to LinkedIn Sales Navigator, enabling users to filter potential candidates based on various criteria such as industry, expertise, current company, company headcount, job role, location, and more.

- Spearheaded the end-to-end development of a **SEO-optimized programmatic page generation** feature, encompassing design, UI development, API implementation, and admin interface creation. Leveraged **MongoDB aggregations** to dynamically generate content based on user skills, locations, and industry metrics. Developed an intuitive admin UI enabling **one-click page publishing**, resulting in approximately **10,000 live pages**. This comprehensive solution **quadrupled daily website traffic** and **achieved top 10 search engine rankings** for targeted keywords, significantly enhancing the company's online presence and SEO performance.
- Successfully designed and developed the Opportunity page and corresponding filters and APIs, establishing a central hub for users to discover and capitalize on new opportunities. **Increasing user engagement by 2x.**
- Designed and developed the profile completion, signup, and login pages. Implemented a LinkedIn import feature in profile completion flow that allowed users to import their LinkedIn profile data to CleverX. **Integrated open AI with custom validation, isolation, and feedback loop** to suggest user accurate expertise, industries, and rates, streamlining the profile completion process. Efforts resulted in a **3x increase in profile completion rate.**
- Led the design and development of a comprehensive set of reusable and **common UI components**, serving as the foundation for CleverX's web application, prioritizing consistency, accessibility, and seamless user interactions.
- Revamped the entire admin panel, enhancing its functionality and user experience, allowing for efficient management
- Worked with product management team to translate high level business requirements into actionable functional requirements

Tata Consultancy Services

staples.com

Frontend Developer

July 2019 - Sept 2021

- Helped build **Staples' common UI components** and used it to bring Staples' rebrand to life across its websites
- Supported the transformation of Staples' desktop-only websites into **fully responsive designs** optimized for multiple devices
- Played a key role in the UI development of the **Staples rewards** program, contributing to an enhanced user experience and increased customer loyalty.
- Actively contributed to the **Staples design system**, participating in UI component design and implementation. Collaborated with senior developers and designers to ensure consistency and adherence to best practices across the platform.

EDUCATION

Masters of Computer Applications

Jain University, Bangalore

2022 - 2024

Bachelors of Science

Osmania University, Hyderabad

2016 - 2019