

# KARANDEEP SINGH

## Frontend Engineer

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Experienced Front End Engineer with around 4 years of experience writing code. well skilled in analysis, design, development combined with web based architecture support. Clear understanding of modern technologies.

### WORK EXPERIENCE

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#### VIEWLIFT (Nexgen IOT Solutions) Senior Software Developer

Gurugram, Haryana  
2021-Present

- Developed a **video player** for OTT clients, incorporating advertisement integration, live support, season integration, and a responsive UI, serving over 10 clients and 30 million users. Utilized React.js, JavaScript, Webpack, Video.js, and Freewheel.
- Led a team of 5 developers to deliver solutions for **MSN** (Monumental Sports Network).
- Collaborated with architectural and cross-platform teams to develop a **new codebase solution** for the organization, successfully onboarding 5 new clients. Technologies used include React.js, SSR (Server Side Rendering), JavaScript, GraphQL, SSE, and Rollup.
- Implemented **Prebid Adapter (PAL) SDK**, enabled header bidding for the website, allowing multiple ad exchanges to bid for ad space in real-time, increasing ad revenue.
- Integrated **OMID** SDK to enable precise advertisement measurement and tracking, increased almost 50% ad campaign effectiveness.
- Incorporated **SSE (Server Sent Events)** for real time live score updates and user session control, cutting update latency.
- Revamped **dynamic onboarding** processes for users to enhance user experience, reducing the time for user onboarding by 50%.
- Application Optimization**: Reduced Cumulative Layout Shift (CLS) by 0.7 for mobile UI, improving SEO scores by 25 for desktop and 22 for mobile.
- Implemented Progressive Web App (PWA) features to improve chunk loading time, including offline browser caching using Webpack and JavaScript.
- Interfaced Persisted GraphQL **APIs** to eliminate data over-fetching, significantly reducing server load.
- Conducted multiple **training sessions** on various technologies for new hires within the organization

#### Directorate of Education - Delhi Government Software Engineer Intern

Gurugram, Haryana  
Dec 2020

- Constructed the primary website for DBSE to manage notices, academic papers, student resources, and teacher resources. Utilized React.js, JavaScript, and Bootstrap.

### PROJECTS

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- Pubsub NPM Package**: Created a publish-subscribe architecture-based package, eliminating the need for external libraries, thereby reducing chunk size and optimizing the application, Coded with JS - [Code](#)
- Text Editor NPM Package**: Developed a custom text editor based on CKEditor for writing customized articles. Integrated a custom image upload adapter for direct uploads to AWS S3.
- Implemented custom plugins for distributed image upload, image gallery, and video embed. Technologies used HTML, Css, Js, Webpack and CkEditor. - [Code](#)
- Monetisation NPM Package**: Built a plug-and-play package for integrating payments with a configuration-driven UI, integrated WebSocket to handle webhook responses from the backend. Made use of - React Js, Stripe, Js.
- Links** - [MSN](#) [Hoichoi](#) [MyOutdoorTv](#) [LivGolfPlus](#)

### SKILLS

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**Frontend**: React Js, Next Js, Javascript, Typescript, Css, Sass

**State management**: Redux, Pubsub

**Designing**: Figma, UX

**Other**: Webpack, Roll up, AWS, Github, Restful APIs

### EDUCATION

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## **LEADERSHIP & AWARDS**

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- Awarded Certification of Excellence by Professor Rachna Garg, WIE AG Delhi Section.
- Led Web Development efforts as Web Developer Lead at the campus IEEE society, GTBIT, New Delhi.
- Directed technical events as Technical Event Manager at IEEE WIE Delhi Section, Delhi.
- Conducted 20+ technical workshops and sessions.