

HARSH YADAV

Frontend Developer

Noida, Uttar Pradesh

📞 +91-9627168342 ✉️ harshyadav6642@gmail.com [🌐 LinkedIn](#) [🐙 GitHub](#) [📁 Portfolio](#)

Summary

Frontend Developer skilled in React.js, Next.js, and Gatsby, specializing in performance, SEO, and scalable UI systems, with experience in backend (Node.js) and AI-based automation.

Education

Subharti University, Meerut

Aug 2017 – Aug 2021

Bachelor's of Technology in Electronics and Communication

Percentage: 78.6

Experience

Kraftshala

Jul 2024 – Present

Frontend Developer

New Delhi

- Owned development of high-performance, SEO-optimized Gatsby pages, implementing WordPress ACF integrations and dynamic CMS rendering; optimized build pipeline, reducing build time from 50+ mins to 10 mins (80% improvement).
- Built and scaled internal platform (Convex) features for student and operations workflows, including automation, bulk actions, and AI-based CV evaluation, reducing manual effort by 40%.
- Developed student-facing features on the Learn platform and contributed to backend (Node.js, Sequelize), enabling certificate automation, Google Sheets integration, and centralized resource management.

Aimil Limited

Nov 2021 – Feb 2023

Design Engineer

New Delhi

Projects

Kraftshala Marketing Website | *Gatsby, React.js, SCSS, WordPress API, SEO*

- Built SEO-optimized marketing, sales, course pages using Gatsby, improving performance and search indexing by 30%.
- Implemented meta tags, structured data, scripts, React Helmet; integrated Facebook Pixel and Conversion API.
- Consumed WordPress ACF and used React Portals to render interactive components within CMS-driven blog content, contributing to 50% higher lead conversions.

Convex – Internal Student and Operations Platform | *React.js, Material UI, Redux*

- Automated student, cohort, and job opportunity workflows, reducing manual operations by 40%.
- Built full-stack Leave Management System and job-stage automation with bulk operations, interview scheduling (Google Meet integration), approval workflows, and automated email notifications, reducing manual effort by 70%.
- Integrated AI-powered CV evaluation system using OpenAI APIs to automatically score resumes, eliminating manual screening.

Learn Platform – Student Dashboard | *React.js, Redux*

- Implemented certificate automation system, enabling students to auto-generate and download certificates post curriculum completion.
- Integrated Google Sheets API to dynamically display program data per cohort/batch with tab-level visibility control.
- Centralized program guidelines (PDFs) and resources, cutting manual coordination effort by 50%.

Technical Skills

Languages: JavaScript, TypeScript, HTML/CSS, Java

Frameworks/Libraries: React.js, Next.js, Gatsby, Node.js, Express.js, Redux, Material UI, Tailwind CSS, Bootstrap

Tools: Git, Postman, VS Code, Firebase

Databases: MongoDB, MySQL

Cloud/DevOps: AWS (S3, CloudFront), CI/CD, GitHub Actions

Concepts: REST APIs, SEO, Performance Optimization, OOPs, AI Integration (OpenAI API, Automation)

Certifications

React JS Development

Backend in Node JS

Frontend Development