# PRINCY MASCARENHAS

Frontend Engineer - Team Lead

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**Website:**
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## Profile

Experienced frontend developer lead with 6+ years of strong background in React, Typescript, HTML, CSS and GraphQL. Proven track record in building high impact web solutions, including a cross-sell feature generating $1.2 million CAD within 3 months of implementation. Skilled in collaborating on large-scale projects and optimizing frontend performance. Git experience of 6+ years.

Led the React project for an overhaul of the company's e-commerce platform, enhancing performance and user experience, resulting in an increase in customer satisfaction.

## Technical Skills

**HTML**
**CSS**
**React**
**Typescript**
**Javascript**
**Tailwind CSS**
**Webpack**
**NPM**
**Bootstrap**
**AWS**
**Rest APIs**
**GraphQL**
**Git**

## Experience

**Frontend Engineer - Team Lead, Knixwear (e-commerce)**
April 2023 - Present (1 year 10 months)

- Led the React project for an overhaul of the company's e-commerce platform, enhancing performance and user experience, resulting in an increase in customer satisfaction.
- Provided technical guidance for direct reports, collaborating with stakeholders to define requirements for new projects, and managing performance evaluations.
- Worked on projects involving React, Remix, TypeScript, and GraphQL, and actively participated in the new hire recruitment board, contributing to the growth and development of the team.
- Working with Babel, Webpack and NPM.

**Frontend Engineer, Knixwear (e-commerce)**
May 2021 - March 2023 (2 years)

- Worked on redesigning Knix's e-commerce platform using HTML, CSS and Javascript.
- Developed a cross-sell product feature, generating over $1.2 million CAD within 4 months of launch by leveraging React, HTML, CSS, and JavaScript.
- Collaborated on building a shopping cart feature, resulting in $300,000 CAD sales revenue within 2months, using React and Tailwind CSS.
- Built internal tools with JSON & REST API architecture, creating scalable services on AWS, enhancing system performance and reliability.

**Web Developer, CanPrev (B2B Natural Health)**
Nov 2018 - May 2021 (2 yrs 7 months)

- Reporting to the VP of Marketing and work closely on a cross functional team with project managers, designers, QA, content writers.
- Built a data reporting tool for the business that was used by the organization stakeholders to report revenue.
- Led web projects from concept to implementation, creating web applications and managing internal systems, resulting in improved system performance and reliability.
- Developed and deployed new applications on AWS, enhancing business operations and efficiency
- Collaborated with cross-functional teams, including project managers, designers, QA, and content writers, to deliver high-quality projects using HTML, CSS, JavaScript, ReactJS, MySQL, and Node.js.

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Website
https://www.princymascarenhas.com

LinkedIn:
https://www.linkedin.com/in/princym/

GitHub:
https://github.com/PrincyM

## Experience

### Front End Developer Intern, Codepxl

<div>July 2018-Sept 2018<br>(3 months)</div>

- Creating HTML/CSS pages out of mock-ups
- Investigated new technologies to drive innovation in development, enhancing system performance and reliability.
- Participated in the full life-cycle development process from product definition, through design, development, test, release, and maintenance, ensuring high-quality deliverables.
- · Created HTML/CSS pages out of mock-ups, improving cross-browser responsiveness and platform testing efficiency.

### FBA Specialty Trainer, Amazon.com

<div>Jan 2017 -Sept 2017<br>(9 months)</div>

- Trained new hires on a range of learning methodologies, including instructor-led training for FBA, enhancing new hire readiness and efficiency.
- Facilitated various learning activities such as workshops, floor support, new hire training and nesting, demos, drop-in sessions, and tactical support initiatives, ensuring comprehensive training coverage.
- Coordinated and conducted formal classroom-based programs before new hires entered production, improving overall training effectiveness and team integration.

## Education

### Post Graduation in Web Development, Humber College

2017-2018

TORONTO, CANADA .

### Bachelors of Engineering in Computer Science, Visvesvaraya Technological University

2010-2014

BANGALORE, INDIA

## Interests

Blogging, photography, reading