

Rohit Azad

AI Product Engineer | Frontend Architect | Engineering Lead | FinTech & Trading Platforms

Immediate Joiner

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Professional Summary

AI Product Engineer, Frontend Architect and Engineering Lead with 14 years of experience delivering scalable, SEO-friendly and high-performance web applications, including data-dense fintech and trading products used by large audiences. Strong expertise in React.js, Next.js, TypeScript, JavaScript, Node.js, frontend architecture, system design, scalable state management, SSR, REST APIs, real-time market-data interfaces, financial data visualization, stock screeners, watchlists and Core Web Vitals. Experienced in leading frontend delivery, mentoring engineers, reviewing code and collaborating across product, backend, design and QA teams. Hands-on with GenAI-enabled product experiences, prompt engineering and AI-assisted development using OpenAI Codex, ChatGPT, Claude AI, Cursor AI and GitHub Copilot. Immediate joiner targeting AI product engineering, frontend architecture and engineering-lead roles.

Technical Skills

Frontend: React.js, Next.js 14/15, TypeScript, JavaScript ES6+, HTML5, CSS3, SCSS, Tailwind CSS, Bootstrap, Material UI, Responsive UI

Architecture and Performance: Frontend Architecture, System Design, Design Patterns, SSR, SSG, ISR, SEO, Core Web Vitals, Performance Optimization, Accessibility

Engineering Leadership: Technical Leadership, Frontend Delivery, Team Mentoring, Code Reviews, Architecture Planning, Cross-functional Collaboration, Release Planning

State and Data: Redux Toolkit, Zustand, React Query, Context API, Axios, REST API integration, Formik, Yup

Backend and Database: Node.js, Express.js, REST APIs, JWT Authentication, Authorization, MongoDB, Mongoose, MySQL, Sequelize

Testing and Delivery: Jest, React Testing Library, CI/CD, Git, GitHub, code review and release workflows

Tools and Cloud: AWS EC2, Nginx, PM2, Vercel, Jira, Postman, Chrome DevTools, Lighthouse

AI Product Engineering: GenAI interfaces, LLM integration patterns, prompt design, context engineering, AI-assisted coding, debugging, refactoring, code review and workflow automation

AI Tools: OpenAI Codex, ChatGPT, Claude AI, Cursor AI, GitHub Copilot

FinTech and Trading Domain: Real-time market data, stock screeners, watchlists, mutual funds, financial charts, smart alerts and subscription products

Professional Experience

Senior Frontend Engineer / Manager Frontend Technology

June 2015 - Present

Times Internet Limited

- Lead frontend engineering and delivery for high-traffic, data-dense finance and media platforms including ET Markets, ET Wealth, Watchlist, Mutual Funds, AI Stock Screener and ET Markets GPT.
- Architect and deliver React.js, Next.js, TypeScript and JavaScript interfaces with reusable components, scalable frontend patterns and maintainable release workflows.
- Migrate legacy XSLT applications to modern Next.js architecture, improving SEO readiness, SSR implementation, performance and long-term maintainability.
- Integrate REST APIs, real-time market data, financial charts, screening filters, scalable client-side state, authentication, authorization and subscription-based access.
- Improve Core Web Vitals, Lighthouse quality, accessibility, responsive behavior, cross-browser compatibility and business-critical page performance.
- Own complex frontend initiatives from requirements through production while mentoring engineers, reviewing code and supporting architecture and release planning.
- Use prompt engineering and AI-assisted tools including OpenAI Codex, ChatGPT, Claude AI, Cursor AI and GitHub Copilot for implementation, debugging, refactoring, documentation and architecture planning.

Senior UI Consultant

August 2014 - May 2015

Wincere Pvt. Ltd.

- Built enterprise workflow interfaces using AngularJS, JavaScript, HTML5, CSS3, Ajax, Git and Node.js.
- Created reusable UI components and collaborated with backend teams to improve API integration, responsiveness and frontend maintainability.

UI Developer

February 2013 - August 2014

hCentive Pvt. Ltd.

- Developed healthcare web interfaces using JavaScript, jQuery, Bootstrap, LESS, HTML5 and CSS3.
- Improved UI consistency, browser compatibility, reusable component quality and responsive behavior across production applications.

Frontend / HTML Developer

June 2011 - January 2013

Ophio Technologies / Compare Infobase

- Created structured web pages, reusable UI assets and responsive layouts using HTML, XHTML, XML, XSLT, CSS, JavaScript and jQuery.

Featured Projects

ET Markets GPT

- Architected and built the frontend for an AI-powered financial-market assistant using React.js, Next.js, TypeScript and REST APIs with secure authentication, subscription access and market-insight workflows.

AI Stock Screener

- Designed and developed AI-assisted and manual stock-screening flows with dynamic filters, user access control and reusable data-driven UI patterns for financial discovery.

Company Page Revamp and Migration

- Migrated legacy company pages to Next.js with SSR, SEO optimization, real-time market data, charts and improved frontend maintainability.

ET Markets Watchlist

- Built multi-watchlist experiences with stocks, news, recommendations, smart alerts, corporate actions and responsive user journeys.

Luxyh E-commerce Platform

- Delivered full-stack e-commerce features including product management, authentication, payment integration, order tracking and admin dashboard workflows.

Ishita Swim Management System

- Developed a full-stack management system with booking, membership, admin operations, user authentication, MongoDB integration and responsive UI.

Independent Consulting Projects

- **MindMajix:** Next.js 14 migration with SEO optimization, SSR, Node.js API development and performance improvements.
- **Tekslate:** Frontend modernization, backend API development, caching, SSR implementation and platform performance optimization.
- **Ishita Swim and Luxyh:** Full-stack products with admin panels, authentication, booking, product management, payments and order workflows.

Education

M.A. Political Science, MDU Rohtak, 2012

Bachelor of Arts, University of Delhi, 2010

Certifications

LinkedIn Learning: JavaScript Essential Training, Next.js Full-Stack Site, Node.js Essential Training, REST APIs with Node.js and Express, Node.js Authentication, API Security, Microservices, Express Essentials, Databases, Testing and Deployment.

Languages

English - Professional | Hindi - Native