

# Rohit Azad

## Senior Frontend Engineer

New Delhi, India | +91 9953878727 | ram9953878727@gmail.com | rohitazad.com | linkedin.com/in/rohitazad | github.com/rohitazad

### Professional Summary

Senior Frontend Engineer with 13+ years of experience building scalable enterprise web applications, SEO-friendly platforms, and high-performance user interfaces. Strong hands-on expertise in React.js, Next.js, TypeScript, JavaScript, Node.js, frontend architecture, SSR, REST API integration, Core Web Vitals, performance optimization, responsive UI, and AI-assisted development. Experienced across high-traffic finance products, media platforms, admin systems, e-commerce, subscriptions, and legacy modernization programs.

### 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, SSR, SSG, ISR, SEO, Core Web Vitals, Performance Optimization, Accessibility, Dynamic Routing

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

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

**AI-Assisted Development:** ChatGPT, Cursor AI, GitHub Copilot, Claude, Prompt Engineering, Code Review, Refactoring, Documentation

### Professional Experience

#### Senior Frontend Engineer / Manager Frontend Technology

June 2015 - Present

Times Internet Limited

- Lead frontend engineering for high-traffic 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, charts, filters, authentication, authorization, and subscription-based access for premium product journeys.
- Improve Core Web Vitals, Lighthouse quality, responsive behavior, accessibility, cross-browser compatibility, and page performance for business-critical pages.
- Collaborate with product, backend, design, QA, editorial, and business teams across Agile delivery cycles while mentoring engineers and reviewing code.
- Use AI-assisted development tools such as ChatGPT, Cursor AI, GitHub Copilot, and Claude to accelerate debugging, refactoring, documentation, and architecture planning.

#### Senior UI Consultant

August 2014 - May 2015

Wincere Pvt. Ltd.

- Built enterprise workflow management 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

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

### AI Stock Screener

- Developed AI/manual stock screening flows with dynamic filters, user access control, and 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