

# NARESH VASUJA

Software Developer

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## Skills

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React JS • NextJS • Typescript • Javascript • Tailwind CSS • HTML5/CSS3 • Redux-Toolkit •  
Radix UI • ES 6+ • Zustand

## Experience

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### Circbuzz.com

Frontend Developer

04/2024 – Present

Bengaluru, India

- **Platform Migration:** Led the migration of the mobile website from legacy PHP to **Next.js 14**, resulting in a **20% reduction in Page Load Time** and a **35% improvement in Largest Contentful Paint (LCP)** on mobile devices.
- **SEO Optimization:** Optimized Structured Data and Meta Tag architecture for high-traffic news and player profile segments, driving a **20% increase in SEO indexation** and significantly improving Google Search ranking accuracy.
- **Security & Monetization:** Engineered the **TV Everywhere (TVE)** secure authentication workflow for US/Canada markets, facilitating seamless premium video access and reducing login drop-off rates by **15%**.
- **Product Performance:** Revamped the **IPL/WPL Auction platform** with dynamic filtering and sorting logic, boosting real-time user engagement by **30% during peak-season** concurrency.
- **Web Vitals:** Partnered with QA to resolve hydration mismatches and ad-related layout shifts, successfully reducing **Cumulative Layout Shift (CLS) by 40%** to meet "Good" Core Web Vitals thresholds.

### Omniflo Ltd

Software Developer

12/2022 – 04/2024

Bengaluru, India

- **Operational Efficiency:** Developed a real-time sales dashboard using **React and Redux Toolkit**, automating data collection and reducing manual reporting time for retail brands by **40%**.
- **Data Visualization:** Implemented interactive inventory tracking and analytics pages using **Diverse Charts**, leading to a **25% improvement in user decision-speed** as measured by internal stakeholder feedback.
- **Product Launch:** Built **Veriflo**, an auditor management platform using **Next.js 14 and Zustand**, which streamlined on-site inspection workflows and increased total auditing throughput by **30%**.

## Education

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### Rajasthan Technical University

Bachelor of technology

2021

Rajasthan, India