



# ASHISH GUPTA

Frontend Developer

3+ Years of Experience

 [www.ashishhh.com](http://www.ashishhh.com)

 [ashishkuchiya@gmail.com](mailto:ashishkuchiya@gmail.com)

 +91 9131094428

## PROFILE HIGHLIGHTS

Web Developer with 3+ years specializing in front end development. Experienced with all stages of the development cycle for dynamic web projects. Well-versed in numerous programming languages including HTML5, CSS, JavaScript, and frameworks including NextJs, ReactJs, and Tailwind.

## KEY SKILLS

- Javascript
- React
- NextJs
- Tailwind
- Strapi
- Sanity
- Oracle
- CMS

## WORK EXPERIENCE

### 1. Squareboat Solutions Pvt. Ltd

Jan 2022 – Dec 2024

Frontend Developer

### 2. Freelance Jan 2019 – Dec 2021

Frontend Engineer

## EDUCATION

**MBA, IIMR, Jaipur**

MCA, GLA, Mathura (cont)

BDS, GDC, Indore

## PROJECTS

### 1. Crewmate by Squareboat Website (<https://crewmate.ai/>)

Started from scratch, A clean looking two pages website, used framer motion to implement various Animations. It is a website for outsourcing of various manpower to different technology companies and it provides a good user experience.

Technologies Used: NextJS

### 2. Dr. Reddy's Nutrition Website (<https://drreddysnutrition.com/>)

Converted from static to dynamic, added various features, and improved speed and SEO with a team of two developers. This is a dynamic website, which showcases various products of nutrition part of Dr. Reddys. Created many product-specific landing pages for various campaigns, also implemented various functionalities like OTP, periodic email, SMS, and WhatsApp message functionality Implemented structured data for various pages to improve SEO, Improved overall SEO

Technologies Used: NextJs, Tailwind, Animation: Framer motion, GSAP, Oracle CMS

### 3. Grid Design Studio Website (<https://griddesign.in/>)

Started from scratch with a team of two developers. This really cool-looking website has a lot of animations, it is a hybrid website, some pages are static and

some pages are dynamic. Implemented various interesting animations:

- i. horizontal scroll animation: when scrolling vertically it scrolls the page horizontally and creates a smooth curtain like experience.
- ii. Many other subtle animation effects are added to various components, so that instead of simply appearing these appear from various directions and give a great user experience.

Technologies Used: NextJs, SCSS, Bootstrap, Framer motion, GSAP Strapi

#### **4. Portfolio Website (<https://www.gauravgupta.in/>)**

Started from scratch, A clean-looking single-page portfolio website, used GSAP to implement various Animations. A parallax effect was added to the images so when a user scrolls the page images move on the screen, and the background moves at a different speed, creating an illusion of depth and dimension Added another animation where once you hover over a specific card it will open full screen and content rotate to 90 degrees and it provides a good user experience to the user

Technologies Used: NextJs, Tailwind, GSAP

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#### **5. Squareboat Website (<https://squareboat.com/>)**

It was a live website, and the codebase was large. At this website my main task was to add features and improve various other things. The code base was large, I have to always keep consistency in my mind. Also, this website is on PHP/Blade and I had no experience of php beforehand, but with the help of my colleagues, I have implemented various features on it. Created many screens which were consistent with other pages and also pixel perfect as per the design. Implemented various other textual and design changes.

Technologies Used: Php, Laravel, SCSS, Bootstrap