

Ashish Bansal

Senior Software Developer



3 Years 7 Months



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Profile Summary

Experienced Full Stack Developer with 3+ years in building scalable web and mobile applications using ReactJS, Next.js, JavaScript, TypeScript, Node.js, and React Native. Skilled in creating responsive, accessible interfaces, optimizing performance, and implementing SEO strategies to boost engagement and traffic. Proficient in end-to-end project management, code reviews, and best practices, delivering high-quality, maintainable solutions.



Education

B.Tech/B.E., 2021

G L Bajaj Institute of Technology & Management, Greater Noida

12th, 2017

CBSE, English



Work Experience

Apr 2023 - Present

Senior Software Developer

The Indian Express

- Led development of a multi-tenant B2B platform serving diverse enterprise verticals including finance, healthcare, and retail.
- Built dynamic content modules (news, interviews, events) with registration flows for industry summits.
- Enhanced performance, SEO, and scalability via Next.js (ISR, static gen, code splitting) with TypeScript.
- Developed a comprehensive educational platform with exams, courses, institutes, study materials and College Predictor.
- Developed live board examination results feature delivering real-time access to results for millions of students.

Apr 2022 - Apr 2023

Software Engineer

NCSI Technologies

- Developed a Resource Management System for asset tracking, employee management, and project management using ReactJS, focusing on responsive and user-friendly front-end dashboards.
- Integrated REST APIs for real-time updates, ensuring seamless data flow and accurate resource tracking across the system.
- Streamlined company-wide resource management, improving operational efficiency, while following frontend best practices, reusable components, and clean code principles.



Key skills

- React.js
- Next.js
- Node.js
- Express
- Expo
- React Native
- JavaScript
- TypeScript
- HTML
- CSS
- MongoDB
- Git
- Socket.io
- Performance Optimization
- Tailwind CSS
- Technical SEO
- RESTful APIs
- Responsive Design
- RabbitMQ
- Redux



Personal Information

City Greater Noida

Country INDIA



Hobbies

- Continuous Learning
- Listening Music



Languages

- English
- Hindi



Social links

<https://www.linkedin.com/in/ashishbaisla/>



Projects

213 Days

FinancialExpressB2B

Developed and lead the FinancialExpressB2B platform, building a scalable multi-tenant portal with verticals like BFSI, Healthcare, Retail, BrandWagon, and many more. Designed reusable UI components with Next.js, TypeScript, and Tailwind, implemented dynamic content modules (articles, interviews, events with registration flows), and optimized performance and SEO using ISR, static generation, and code splitting, ensuring a high-performing, future-ready B2B ecosystem.

110 Days

CineVerge

Developed an intuitive app to browse a wide collection of movies across genres, eras, and cultures. Users can explore rich listings and view detailed movie information. Focused on responsive design, smooth navigation, and an engaging user experience.

641 Days

Indian Express Education

- **Scalable Platform Development:** Developed and maintained a large-scale educational platform (covering exams, courses, and study materials) using React.js and Node.js/Express.js, architecting features that successfully scaled to support millions of users during peak result seasons.
- **SEO & Traffic Growth:** Implemented advanced SEO strategies (server-side rendering, semantic markup) that resulted in a 95% improvement in organic traffic within one year, significantly increasing the platform's visibility and user base.
- **High-Impact Feature Delivery:** Engineered and deployed high-availability features like the Live Board Examination Results pipeline and a data-driven College Predictor, ensuring real-time access under extreme traffic load.

750 Days

Social Media App

- **Scalable Platform Development:** Developed a large-scale educational platform (covering exams, courses, and study materials) using React.js and Node.js/Express.js, architecting features that successfully scaled to support millions of users during peak result seasons.
- **SEO & Traffic Growth:** Implemented advanced SEO strategies (server-side rendering, semantic markup) that resulted in a 95% improvement in organic traffic within one year, significantly increasing the platform's visibility and user base.
- **High-Impact Feature Delivery:** Engineered and deployed high-availability features like the Live Board Examination Results pipeline and a data-driven College Predictor, ensuring real-time access under extreme traffic load.

110 Days

Resource Management System

Developed a comprehensive platform for asset tracking, employee management, and project oversight using ReactJS, emphasizing responsive, intuitive, and user-friendly front-end dashboards. Integrated REST APIs to enable real-time updates, improving operational efficiency while adhering to frontend best practices.