

Aravind Kumar Pal

Senior Engineer – Software Developer (Sr. Magento Frontend Developer)

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SUMMARY

Frontend Developer with 13+ years of professional experience and 10+ years of Magento theming expertise, specializing in Magento 2, JavaScript, and responsive UI development. Adept at crafting scalable, high-performance eCommerce experiences with attention to detail, clean code, and user-centric design. Proven track record in delivering full-site builds, custom solutions, and optimizing web performance. Currently working as Senior Engineer Software Developer at Embitel Technologies Pvt. Ltd.

TECHNICAL SKILLS

Frontend: Magento2, Wordpress, Shopify, HTML5, CSS3, LESS, JavaScript, jQuery, XML, JSX

eCommerce: Magento 2.x (Open Source), Magento 1.x

Frameworks & Tools: ReactJS (Basic), Next.js (Initial), Git, Jira, Photoshop, Adobe XD

Development Tools: Sublime Text, VS Code

Version Control: Git

Others: Multi-site, Multi-language setups, Cross-browser testing, Responsive design

PROFESSIONAL EXPERIENCE

Senior Engineer Software Developer

Embitel Technologies Pvt. Ltd. | 2021 – Present

- Lead frontend development for Magento 2 projects including multi-store architecture
- Optimized website performance and resolved frontend bottlenecks
- Mentored junior developers, conducted code reviews, and collaborated with backend and QA teams

Frontend Developer

ZealousWeb Technologies Pvt. Ltd. | 2017 – 2021

- Delivered pixel-perfect, responsive designs for Magento 2 storefronts
- Improved UX/UI across multiple client websites

Frontend Developer

Web india inc. (<http://www.magentoguys.com>) | 2016 – 2017

- Delivered pixel-perfect, responsive designs for Magento 2 storefronts
- Worked on complete theme integration and UI enhancements for eCommerce platforms

Frontend Developer

Nextbits Web Solution Pvt. Ltd. | 2014 – 2016

- Developed custom Magento themes with responsive support and optimized codebase

Frontend Developer

Perception System Pvt. Ltd. | 2012 – 2014

- Developed custom Magento themes with responsive support and optimized codebase

Web Designer

Dexter Consultancy Pvt Ltd. | 2011 – 2012

- Focused on design to HTML conversion, PSD to pixel-perfect HTML
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KEY PROJECTS

1. Orra.co.in – Magento 2

- Led frontend development from mockups to deployment
- Customized theme, implemented responsive design across all pages

2. Qatar University – qu.edu.qa/ar – Magento 2

- Built complete frontend including homepage, PLP, PDP, header & footer
- Delivered CMS-based pages with full responsiveness with multi-store site

3. induseasywheels.indusind.com – Magento 2

- Redesigned homepage and PLP for multi-store site
- Resolved complex JavaScript and cross-browser issues

4. Ddecor.com – Magento 2

- Completed all frontend tasks ahead of deadline with high accuracy

5. bajajfinservmarkets – Magento 2 (Private Project)

- Full frontend ownership of a multi-store site
- Identified and resolved coding issues; ensured complete responsiveness

6. mp-stage.utecbuild.com – Magento 2 (User/pass: utecbuild-stage/Utec-st@gE)

- Built complete frontend including homepage, PLP, PDP, header & footer
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MAGENTO EXPERIENCE (13+ YEARS)

- Magento 1 & 2 theme development and customization
 - Cross-browser responsive UI and frontend performance optimization
 - Exposure to multi-store, multi-language setups
 - Experience with Twig, XML, PHTML templates
 - Comfortable working on Linux environments
 - Regularly conduct frontend code audits and best practices reviews
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RESPONSIBILITIES & EXPERTISE

- Develop and maintain scalable frontend architecture using HTML, CSS, JS
 - Collaborate with backend developers to integrate APIs and theme logic
 - Proactively identify UX issues and propose solutions
 - Write clean, commented, reusable code
 - Strong debugging and cross-device testing skills
 - Handle task estimation, team collaboration, and sprint planning
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STRENGTHS

- Self-motivated and proactive problem solver
 - Strong communication and leadership skills
 - Ability to handle responsibility and deliver under pressure
 - Committed to continuous learning and upskilling
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LANGUAGES

English, Hindi, Gujarati