

ANSHU RAJ

Senior Engineer Lead

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PROFESSIONAL SUMMARY

Results-driven front-end developer with 8+ years of experience architecting, developing, and optimizing high-performance, scalable web applications. Proficient in React.js, Redux, JavaScript (ES6+), HTML5, and CSS3, with expertise in building responsive, cross-browser-compatible, and SEO-friendly interfaces. Led teams to deliver 15+ enterprise-grade projects, reducing page load times by up to 30% and improving user engagement by 25% through intuitive UI/UX enhancements. Demonstrated success integrating AI/ML-driven features, implementing best practices, and ensuring maintainability, performance, and accessibility.

CORE SKILLS

Languages & Frameworks: React.js, Redux, Redux Toolkit (RTK), Node.js, JavaScript (ES6+), TypeScript, HTML5, CSS3, SCSS, JSP

UI & Styling: Bootstrap 5, Tailwind CSS, Material UI, Formik, Yup Validation, Responsive Web Design

Tools & Platforms: Adobe Experience Manager (AEM), SDL Tridion, Web Content Management (WCM), Figma, Jira, Confluence, NPM, Git/Version Control, Docker, CI/CD Pipelines

AI & Automation: Machine Learning, Deep Learning, Generative AI, Gen AI / LLMs, Claude, Prompt Engineering, Retrieval-Augmented Generation (RAG), Semantic Search

Practices & QA: Agile/Scrum, Unit Testing (Jest), Cross-Browser Compatibility, Performance Optimization, Performance Improvement, SEO-Friendly Development, State & Form Management, REST API, GraphQL API Integration, SQL

Languages: English (Native), Hindi (Native)

PROFESSIONAL EXPERIENCE

Senior Engineer Lead | Persistent Systems

Pune, India • Present

Global digital engineering and enterprise modernization company specializing in software product development, cloud, AI, and digital transformation solutions.

- Led the design, development, and migration of enterprise web applications using React.js, Node.js, Redux Toolkit (RTK), GraphQL, and AEM, delivering scalable, high-performance solutions across 15+ enterprise applications.
- Developed reusable UI components, implemented normalized state management, and optimized API integrations, reducing code complexity by 30% and enhancing maintainability.
- Collaborated with cross-functional teams to translate business requirements into technical solutions, driving frontend architecture improvements, code quality, automated testing, and faster feature delivery.

AI Development Experience

AI-Assisted Development

- Leveraged Windsurf AI, Claude AI, Cursor AI, and Devin AI for code generation, refactoring, debugging, root cause analysis, and performance optimization, improving developer productivity by 40%.
- Generated Redux slices, middleware, reusable React components, unit tests, and technical documentation using AI-assisted workflows guided by structured prompts aligned to enterprise coding standards.
- Used AI-powered code reviews to identify anti-patterns, optimize performance, and improve code quality.
- Accelerated onboarding through AI-generated architecture diagrams, workflow documentation, and knowledge-base creation.

MCP & Developer Productivity

Developer Productivity

- Implemented AI-driven development workflows using Model Context Protocol (MCP), integrating GitLab and Jira MCP servers to automate Merge Requests, issue tracking, and documentation.
- Built structured development workflows for architecture migration, bug fixing, and code review automation.
- Improved cross-team collaboration by embedding AI-assisted documentation and workflow automation into daily development practices.

MetricStream Platform 7 — Migration to RTK (01/2026 - 08/2026)

- Led the frontend migration of MetricStream Platform 7 from legacy React Hook-based forms to a modern Redux Toolkit (RTK) architecture across 15+ enterprise GRC applications, using async thunks, listener middleware, and normalized state design.
- Led code reviews, architectural discussions, and technical documentation to improve code quality and team productivity.

Ford Credit — FinSimple Portal (09/2025 - 12/2025)

- Increased user engagement by 15% by integrating GraphQL APIs for efficient real-time data fetching and optimized query performance.
- Redesigned the Ford Credit customer portal using React.js, improving the accuracy of financial data displayed for vehicle loan information, with UI consistency and localization via Adobe Experience Manager (AEM).
- Built reusable and scalable UI components using React Hooks, Styled Components, and modern frontend best practices.

AIML Automations — Semantic and Normal Chatbot with RAG (01/2024 - 07/2024)

- Designed and implemented a semantic search engine using Hugging Face's text-to-vector models.
- Developed and deployed Retrieval-Augmented Generation (RAG) systems leveraging GPT-3.5 and other open-source LLMs.

DP World Foundation Platform (04/2023 - 11/2023)

- Increased CSR initiative efficiency by 25% by leading development of a digital platform for DP World Foundation, implementing donation tracking, volunteer coordination, and event scheduling.
- Received client appreciation for exemplary leadership and technical execution in ensuring timely delivery of critical modules.

Senior Software Developer | InTech Creative Services Pvt. Ltd.

Pune • 08/2021 - 06/2025

Leading company providing innovative digital solutions across various sectors.

- Led the design and development of responsive, cross-platform web applications using React, JSP, HTML, CSS, and JavaScript, improving performance by 15% and efficiency by 25%.
- Reduced project delivery time by 20% by translating business requirements into efficient technical solutions with stakeholders, and developed reusable UI components with form validation and state management.
- Implemented AI/ML-driven automation, including language models, semantic search, and conversational interfaces using LLMs and NLP techniques, to enhance user interaction and data retrieval.
- Applied coding standards, accessibility best practices, and agile methodologies (code reviews, sprint planning) to drive continuous improvement and maintainability.

Senior Software Developer | ESOF Pvt. Ltd. (Accenture)

Pune • 03/2021 - 07/2021

Company focused on delivering technology-driven solutions to enhance business performance.

- Spearheaded development of dynamic, responsive web pages for TD Bank using React JS, Bootstrap 5, SCSS, and JavaScript, aligning with client specifications and improving UI/UX.
- Collaborated with cross-functional teams (product, design, backend) and QA to ensure seamless component integration, bug-free releases, and timely delivery.
- Optimized front-end architecture for scalability, improving load times and responsiveness across all devices.

Senior UI Designer | Capita India Pvt. Ltd.

Pune • 11/2017 - 07/2020

Global outsourcing company specializing in business process management and customer engagement.

- Managed maintenance, optimization, and quality assurance of web pages — including on-site evaluations, audits, and customer satisfaction surveys — ensuring alignment with branding and functionality requirements.
- Designed and developed home, product, and campaign pages using Web Content Management (WCM), SDL Tridion, ECMC, and Branding Brand, enhancing brand visibility and user engagement.
- Collaborated with clients to translate project requirements into creative UI solutions, and delivered regular updates to align teams on progress and goals.

EDUCATION

MCA — Master of Computer Applications

Sinhgad Institute of Business Administration, Pune University • Pune • 09/2014 - 06/2016

BCA — Bachelor of Computer Applications

Sinhgad College of Science, Pune University • Pune • 09/2011 - 06/2014