

Abhinav Rajesh

📍 Kerala, India ✉ abhinavrajesh49@gmail.com ☎ +91 8921473321 📄 Portfolio 🌐 abhinavrajesh 🌐 AbhinavRajesh

SUMMARY

Frontend Developer with over two years of experience in building **accessible and user-friendly web applications**. Skilled in **TypeScript, React, and Next.js**, with a proven ability to improve website accessibility and implement impactful features. Experienced in **full-stack development** with Node.js, Python, and Flask. Delivered key contributions to high-impact projects at **Victoria's Secret** and **GitHub**. Seeking to leverage frontend development expertise in dynamic, growth-oriented environments.

PROFESSIONAL EXPERIENCE

Victoria's Secret & Co.

Jun 2023 – present | Bangalore (Remote), India

Frontend Developer | Full-time

- Enhanced the accessibility of the main Victoria's Secret website, leading to a **10% increase** in retention among users with disabilities.
- Implemented the "Keep me signed in" feature, resulting in a **\$13.6 million annualized impact**.
- Integrated an OTP-based authentication system, resulting in a **\$12.6 million impact**, a **27% increase in sign-ins**, an **84% reduction in forgot password support requests**, approximately **4x more account creations**, and over **50% of users preferring OTP over passwords**.
- Core contributor** to the architecture team responsible for migrating analytics from *Tealium utag* to an **Event-Driven Data Layer (EDDL)**, contributing to an estimated **\$70K annual cost savings** by reducing reliance on third-party tools and improving event tracking reliability.
- Supported the onboarding** of frontend developers to the new EDDL approach through documentation, code reviews, and hands-on mentoring.

GitHub

Jan 2024 – Oct 2024 | Bangalore (Remote), India



Consultant | Freelance

- Led the design and development of the GitHub Constellation India 2024 website (githubconstellation.com ) , supporting **India's largest open-source developer conference, where GitHub CEO Thomas Dohmke delivered the keynote**.
- Built a dynamic Open Graph image generation module for the event website.
- Structured the site as a reusable template to streamline future GitHub Constellation events (GitHub Constellation South Africa 2024).

GitHub

Feb 2022 – Jun 2023 | Bangalore (Remote), India


DevRel Engineer | Internship

- Designed and developed the entire websites for GitHub India (githubindia.com ) and GitHub Brasil (githubbrasil.com ) , serving as key hubs for over **10 million** developers in India and **3 million+** developers in Brazil, respectively, to access GitHub's activities and resources.
- Built a Slack bot for URL shortening and developed internal tools that streamlined operations—reducing manual tasks for Hubbers by approximately 5%.

GrowthCX

Mar 2021 – Jan 2022 | Bangalore (Remote), India

Software Engineer | Internship


- Responsible for creating the whole frontend of their latest SaaS product **SuiteJar**  from a design.
- Converted multiple web pages to WordPress websites, resulting in a **25% increase in website manageability** and a **20% reduction** in maintenance costs for GrowthCX and its clients.

PROJECTS

Aura

- An intuitive mood-tracking app designed to help users monitor and understand their emotional well-being
- Attracted **120+ users, 1.4k+ page visits, and over 100 upvotes in the first week on Product Hunt**. (Source Code )


Chatbotish

- A tool to simplify the addition of interactive features like Feedback, FAQ, Bug Reports, and Feature Requests to websites (Source Code ) .
- Secured **Runner-up** position in the Hashnode x Auth0 Hackathon & **65+ upvotes on ProductHunt**

EDUCATION

Bachelor of Technology, Computer Science and Engineering

2019 – 2023 | Kerala, India

School of Engineering, CUSAT 

9.05 GPA out of 10

INVOLVEMENT

Placement Cell, Cochin University of Science and Technology

Jun 2022 – Jun 2023

Student Placement Coordinator

Managed coordination with companies to facilitate placement drives, training sessions, and job fairs, enhancing student employability.

Make-a-ton, Cochin University of Science and Technology

Aug 2022 – Oct 2022

Organiser

Established the event website, ensuring a cohesive digital presence for the hackathon.

TEDxCUSAT

Oct 2021 – Apr 2022

Tech Team

Built the frontend for main and sub-event websites, providing a seamless experience for attendees and participants.

SKILLS

Python, JavaScript, TypeScript, C, C++, SQL | VS Code, Google Cloud Platform, Firebase, Jira, Miro, Trello, Linear, Figma, Google Analytics, Sentry | Linux, GitHub, GitHub Actions, Jest, React (Ant Design, Chakra UI, Next UI, Shadcn UI, Redux, Redux Toolkit, React Sweet State, ContextAPI), NextJS, NodeJS (Express, Fastify), PostgreSQL, MySQL, MongoDB, Docker, FastAPI, Flask, React Native, TailwindCSS, Framer Motion, GSAP