

Rahul Dhar Dubey

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 rahuldhardubay

PROFESSIONAL EXPERIENCE

Horizontal Digital, Senior Digital Experience Engineer

Feb 2023 – present | Vadodara

- **Developed and implemented the “Locate an Agent” feature** for an enterprise scale website, enabling users to efficiently find authorized agents by entering their city, state/province, or postal code. This solution streamlined the agent discovery process, improving user experience and facilitating better access to products and services.
- **Designed and implemented** a customer-centric product page for large scale digital platform, simplifying product information access and driving higher engagement and purchase confidence.
- Optimized and refactored the frontend architecture, **reducing bundle size**, improving load performance, and enabling scalable, high-performance user interfaces.
- Worked cross-functionally with **backend and design teams** to architect APIs and database models, while reviewing and optimizing UI designs to deliver an intuitive and high-performing user experience.
- Led cross-functional teams to deliver multiple high-priority features and **resolve technical debt within tight deadlines**, served as the single point of contact (SPOC) for the Annual Pass purchase, renewal, and upgrade domain.
- Actively reviewed pull requests, enforced best coding practices, and **mentored junior developers** to ensure high-quality deliverables. I actively did problem discovery and architected solutions for multiple tech debts.

Samcon Technobranis, Software Engineer

May – Nov 2022 | Ahmedabad

- **Designed and built multiple custom hooks and microservices** using **React.js, Nodejs**. I also worked on scaling existing hooks and making them fault tolerant.
- Optimized SEO for multiple corporate websites to boost discoverability and traffic, while developing a user-centric portal homepage for employee leave management, improving workflow efficiency.

Dean Infotech, Trainee-Frontend Developer

Aug – Dec 2021 | Faridabad

- Developed responsive web applications using HTML, CSS, and JavaScript; created reusable components, integrated APIs, and conducted testing to ensure functional, high-performance interfaces

Zalt Technologies, Co-Founder

Dec 2019 – Aug 2020 | Chennai

- Co-founded a company focused on developing beyond visual line of sight UAVs(Unmanned Aerial Vehicles) to reduce transportation costs and automate first-mile logistics.

SKILLS

Programming Languages:

Javascript, Typescript

CSS Frameworks/Libraries:

Styled-components, Tailwind, SASS / SCSS, Material-UI, Ant Design, Bootstrap

Frameworks and tools:

React.js, Next.js, Git, Webpack, Babel, GraphQL, React Testing Library, Redux Toolkit, Zustand, Jest, Lighthouse audits, PWA, API Integration, Data Structures,

Algorithms, Agile Software Development, Vercel

Operating System:

Windows, MacOS

Operating System:

EDUCATION

Bachelor of Technology(B.tech) - ECE Engineering

2016 – 2020

Gujarat Technological university, GCET Campus

AWARDS

Recognized as a four-time nominee for the Raise the Bar award within one-year, Horizontal Digital

2025

Awarded this title for contribution to critical features, setting up payment gateway changes, and maintaining communication within internal teams and Clients of Horizontal Digital.

Rewarded for maintaining billability, Horizontal Digital

Achieved over 90% billability and received performance bonus and recognition.

PROJECTS

Annual Pass integration

Designed and developed the Annual Pass module for Yas Island and Warner Bros, enabling seamless online membership management and driving repeat customer conversions. Yas Island **won Gold at the 2025 Stevie® Awards** in the category of Technology Excellence.

Payment Module,

Refactored and upgraded the payment integration framework in a multi-site monorepo (6+ websites), streamlining payment workflows and reducing integration complexity.

Commerce Module

Contributed as a key member of the digital partner team to the design and delivery of Atkore’s enterprise website, which was recognized with the **2025 Sitecore Digital Impact Award – Market Trailblazer** for digital innovation and market leadership.