

# Rahul Dhar Dubey

✉ rahuldubay51@gmail.com

☎ +918156066958

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## 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

## 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.