

# ISHA NEGI

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*Frontend Developer | Specialized in React, Next.js, TypeScript, CMS & E-commerce*

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## ABOUT ME

Frontend Developer with 4+ years of experience delivering scalable, responsive, and high-performance web applications. Skilled in **React, Next.js, TypeScript, and CMS/ CMS/e-commerce platforms (AEM, Kentico, Shopify, WordPress)**, with a strong background in SaaS platforms and digital commerce. Adept at **headless CMS integrations**, performance optimization, and UI/UX collaboration in agile environments. Proven ability to translate complex requirements into intuitive, user-focused solutions for global brands like **Whirlpool**.

## TECHNICAL SKILLS SUMMARY

**Frontend:** React.js, Next.js, TypeScript, JavaScript (ES6+), Vue.js, Angular, HTML5, CSS3/SASS, TailwindCSS, Material UI

**Backend:** Node.js, Express.js, REST APIs, MongoDB, MySQL

**CMS & E-commerce:** AEM, Contentful, Kentico, WordPress, Shopify (Liquid, Storefront API)

**Tools & Design:** Git, Jira, Confluence, Firebase, Figma, Adobe XD

## PROFESSIONAL EXPERIENCE

**Frontend Developer – Whirlpool | Toronto, ON | Dec 2023 – Present**

- Developed and maintained promo banners, landing pages, and campaign modules on **Adobe Experience Manager (AEM)** and **Contentful platforms** for the KitchenAid Canada website.
- **Translated Figma design** files into responsive, pixel-perfect web pages, ensuring consistency across browsers and devices.
- Resolved Jira tickets for bug fixes and UI/UX issues, improving site stability and customer experience.
- Collaborated with designers, content managers, and QA in **agile sprints** to launch new marketing campaigns on schedule.

## Web Designer / Frontend Developer – Jonas Software | Markham, ON | May 2023 – Nov 2023

- Designed and developed **Kentico CMS-based** websites for multiple clients, delivering responsive and visually engaging interfaces.
- Acted as a client-facing developer, gathering requirements, providing technical recommendations, and ensuring alignment with business goals.
- **Created wireframes, mockups, and prototypes in Figma/Adobe XD** to communicate design ideas and secure stakeholder approval.
- Managed multiple projects simultaneously in an **agency-style environment**, balancing design, development, and ongoing client support.

## E-commerce Developer – Mosaic | Toronto, ON | Jan 2023 – Apr 2023

- Customized and optimized **Shopify and Square-based storefronts** using Liquid, HTML, CSS, and JavaScript.
- Integrated **third-party APIs for payments, shipping, and inventory management**.
- Developed custom Shopify plugins, including product filtering and cart functionality.
- Improved performance with caching, asset minification, and lazy loading.

## Website Developer – Fandom Realm | Mumbai, India | Jan 2019 – Jan 2021

- Developed and maintained an e-commerce website using **WordPress CMS**, offering various products and services.
- Utilized custom post types, advanced custom fields, and WordPress APIs to enhance website functionality.
- Created detailed wireframes and mock-up designs using Figma to represent the website design.
- Built artist dashboards using **HTML, CSS, JavaScript, jQuery, Bootstrap, Liquid, PHP, etc.**

## EDUCATION

PGDM in Web Development – Conestoga College | Kitchener, Canada  
Sept 2021 – Dec 2022

Bachelor's in Information Technology – KES | Mumbai, India  
Jul 2017 – Oct 2020