

ASHISH KATOCH

Frontend Engineer | React.js • Next.js • TypeScript • JavaScript | 8+ Years

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PROFESSIONAL SUMMARY

Frontend Engineer with 8+ years of experience building high-traffic e-commerce and enterprise web applications with React.js, Next.js (SSR/SSG), and TypeScript. Delivered shared component libraries and multi-brand design systems for Sobeys, Safeway, and FreshCo — Canadian grocery platforms serving millions of shoppers — improving page load times by 20–30% through Core Web Vitals optimization. Deep expertise in micro-frontend architecture, Tailwind CSS design tokens, WCAG 2.1 accessibility, and technical SEO. Known for pixel-accurate Figma-to-code delivery and fast ramp-up on new ecosystems.

TECHNICAL SKILLS

Frontend	React.js, Next.js (SSR/SSG), TypeScript, JavaScript (ES6+), Angular, HTML5, CSS3, Component-Driven Development, Micro-Frontends
Styling & Design	Tailwind CSS, SCSS/SASS, Bootstrap, Material UI, GSAP, Design Systems, Design Tokens, Figma, Storybook, Responsive / Mobile-First Design
APIs & State	REST APIs, GraphQL, Redux Toolkit, Axios, Fetch API, Async/Await, JSON
Performance	Core Web Vitals, Lighthouse, Code Splitting, Lazy Loading, Memoization, Tree Shaking, Webpack, Vite
Quality & A11y	WCAG 2.1, ARIA, Semantic HTML, Keyboard Navigation, Unit Testing, Code Reviews, Cross-Browser Testing (Chrome, Firefox, Safari, Edge)
SEO	Meta Tags, Structured Data, Semantic Markup, On-Page SEO, SSR for SEO
CMS & E-Commerce	WordPress (ACF, Custom Post Types), WooCommerce, Shopify, Magento, Contentful, ServiceNow Service Portal
Workflow	Git, GitHub, CI/CD, NPM, Yarn, Chrome DevTools, AI-augmented development (Cursor IDE, Claude) for faster scaffolding, refactoring & code review

PROFESSIONAL EXPERIENCE

Freelance Frontend Developer | Self-Employed • Remote Dec 2025 – Present

- Ramped up on the ServiceNow ecosystem from zero and delivered responsive Service Portal widgets, homepage layouts, and reusable UI components (HTML, SCSS, JavaScript) for the University of Calgary IT Services portal.
- Implemented Client Scripts for form behavior and server-side scripts for business logic, iterating directly with the client to match portal branding and UX goals — demonstrating fast adaptability to unfamiliar platforms.

Frontend Developer | Tru Agency Mar 2023 – Nov 2025

- Engineered Next.js (SSR/SSG) and React.js applications for 4 enterprise retail brands — Sobeys, Safeway, FreshCo, and The Beer Store — across multiple concurrent projects, building mega menu navigation, footers, and reusable page modules.
- Built and maintained a shared Tailwind CSS + TypeScript component library aligned to Figma design systems, enabling brand-specific theming for 3 grocery brands from a single codebase via utility classes and design tokens.
- Worked within a micro-frontend architecture where independent UI modules (navigation, search, product pages, checkout) were owned by separate teams and deployed independently into a shared retail platform.
- Implemented SSR/SSG rendering strategies that strengthened SEO rankings and Core Web Vitals scores across high-traffic grocery e-commerce platforms serving millions of Canadian shoppers.
- Enforced WCAG 2.1 accessibility standards (ARIA roles, semantic HTML, keyboard navigation) across all four brands, and verified consistent rendering across Chrome, Firefox, Safari, and Edge.
- Partnered with backend engineers on REST API and GraphQL integrations, delivering type-safe, data-driven UI in TypeScript codebases.

Web Designer / Frontend Developer | [Netpyx Solution](#)

Feb 2021 – Dec 2022

- Built responsive, pixel-accurate interfaces with HTML5, CSS3, JavaScript, and Bootstrap 5 across multiple client projects, consistently delivering to design specification.
- Developed CMS-driven WordPress solutions using custom ACF field groups, custom post types, and SCSS-styled WooCommerce pages for brand-consistent e-commerce experiences.
- Applied Magento storefront UI customizations — responsive layout fixes and cross-browser styling — ensuring consistent presentation across all devices.
- Mentored junior developers through structured code reviews, raising team code quality and delivery consistency.

Web Designer | [Rudra Innovative Pvt. Ltd.](#)

Oct 2017 – Feb 2021

- Designed and developed 20+ responsive websites end-to-end (HTML, CSS, JavaScript, jQuery), delivering cross-device-compatible interfaces from concept to production.
- Customized WordPress themes and WooCommerce pages with SCSS, aligning UI components to client brand guidelines.

KEY PROJECTS

Sobeys / Safeway / FreshCo — Multi-Brand Grocery Platform

Next.js • TypeScript • Tailwind CSS • WCAG 2.1 | [sobeys.com](#) • [safeway.ca](#) • [freshco.com](#)

- Delivered a shared multi-brand component library serving millions of Canadian shoppers, built from Figma design systems with TypeScript and Next.js.
- Architected Tailwind utility-first theming so all 3 brands ship distinct visual identities from one shared codebase.
- Led SEO and performance work — semantic markup, lazy loading, Core Web Vitals — cutting page load times by 20–30%.

The Beer Store — Responsive UI Redesign

React.js • TypeScript • Tailwind CSS | [thebeerstore.ca](#)

- Delivered mobile-first responsive components from Figma with precise spacing, typography, and brand alignment.
- Built reusable React components for product listings, promotions, and store finder, consistent across all breakpoints.

CMS & E-Commerce Portfolio

WordPress • WooCommerce • ACF • SCSS | [kozyard.com](#) • [csagroup.org](#) • [5minskin.co](#) • [mariamarlowe.com](#)

- Customized WordPress themes with ACF-driven dynamic templates and on-page SEO (meta tags, structured data, semantic HTML), improving organic visibility and Lighthouse scores.

EDUCATION

Master of Computer Applications (MCA) | [Lovely Professional University, Jalandhar](#)

2017 – 2019