

# SANDIP CHAVDA

Frontend Engineering Lead | React Native | AI Automation  
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## PROFESSIONAL SUMMARY

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Frontend Engineering Lead with 15+ years of experience building scalable, performance-driven web and mobile applications for consumer-facing platforms. Led frontend architecture and React Native mobile development at Saregama India Ltd., delivering responsive, SEO-optimized, and high-engagement digital products. Hands-on expertise in React.js, Next.js, React Native, AI-powered tooling, and end-to-end frontend system design. Experienced in working in Agile environments with a strong track record in cross-functional team leadership, mentoring, and technical strategy.

## CORE EXPERTISE

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- Frontend Architecture & System Design
- React.js, Next.js & Modern JavaScript (ES6+)
- React Native - Production iOS & Android Apps
- AI Automation & AI API Integration
- Performance Optimization & Core Web Vitals
- Scalable UI Component Development
- E-commerce & Shopify Optimization
- SEO & Technical Optimization
- Hybrid App Architecture (WebView)
- Mobile-First & Responsive Engineering
- Agile Development & Sprint Planning

## PROFESSIONAL EXPERIENCE

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### SAREGAMA INDIA LTD | Frontend / UI Engineering Lead | Jul 2013 – Present | Mumbai

- Led all frontend engineering initiatives across multiple digital products at Saregama India Ltd, part of the RP-Sanjiv Goenka Group.
- Built scalable UI systems using HTML5, CSS3, JavaScript, jQuery, and Bootstrap across web properties.
- Led frontend performance and SEO optimization, improving Core Web Vitals scores and organic search visibility.
- Collaborated with backend, marketing, product, and QA teams for timely feature releases.
- Worked in Agile teams, participating in sprint planning, daily standups, and iterative delivery cycles.
- Mentored junior frontend developers, conducted code reviews, and set frontend best practices across the team.

*Key projects highlighted below. Contributed to several other internal and consumer-facing products during the tenure.*

#### Project 1: Saregama India Ltd [saregama.com](https://saregama.com) (Work under Saregama)

- Directed complete UI modernization of [saregama.com](https://saregama.com), improving responsiveness, performance, and user engagement.
- Built a scalable frontend across the main consumer-facing music platform serving millions of users.

#### Project 2: RP-Sanjiv Goenka Group [rpsg.in](https://rpsg.in) (Work under Saregama)

- Led the frontend build of the RPSG Group corporate website from scratch - covering the entire group's digital presence.
- Developed a fully responsive layout with modern UI standards across desktop and mobile.

#### **Project 3: Saregama Music Licensing Platform** [business.saregama.com](https://business.saregama.com) *(Work under Saregama)*

- Built the complete frontend for a music licensing platform with advanced search, filters, and multi-language support.
- Integrated WaveSurfer.js for in-browser audio preview, with cart system and OTP-based login across mobile and desktop.

#### **Project 4: React Native Apps - [SSTA](#) & Carvaan Saathi** *(Work under Saregama)*

- Architected and developed production React Native hybrid apps deployed on iOS and Android.
- SSTA: Field sales tracking app with geolocation, barcode scanning, and real-time reporting for the sales team.
- Carvaan Saathi: Consumer companion app for Saregama's iconic Carvaan music device with high user engagement.
- Built mobile features including camera integration, geolocation tracking, and barcode scanning.

#### **INDEPENDENT UI CONSULTANT** | | *Nov 2012 – Jun 2013 | Mumbai*

- Delivered responsive web solutions for clients using HTML5, CSS3, Bootstrap, and jQuery.
- Developed CMS-based websites using Drupal and WordPress for various business clients.

#### **ACCELYST SOLUTIONS PVT. LTD. (FREECHARGE)** | [Web UI Developer](#) | *Jul 2011 – Nov 2012 | Mumbai*

- Developed UI components for freecharge.in using HTML5, CSS3, and jQuery.
- Collaborated with product teams on interface improvements for one of India's fastest-growing fintech platforms.

#### **EARLIER EXPERIENCE** | [Web Developer](#) | *2008 – 2011 | Mumbai*

- Worked on responsive design, CMS implementations (WordPress, Joomla), and e-commerce themes for multiple clients.

## **TECHNICAL SKILLS**

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**Frontend:** HTML5, CSS3, JavaScript (ES6+), jQuery, Bootstrap, Tailwind CSS

**Frameworks:** React.js, Next.js, React Native (iOS & Android)

**AI & Automation:** AI APIs (OpenAI, Gemini & others), AI Chatbot Development, Prompt Engineering, n8n Automation Workflows

**Platforms:** Shopify, WordPress, Joomla, Drupal

**Performance & Analytics:** Google Analytics (GA4), Core Web Vitals, Chrome DevTools, Google PageSpeed Insights

**Design Tools:** Figma, Photoshop, CorelDRAW, Axure

**Dev Tools:** Git, GitHub, Vercel, Node.js, CI/CD (GitHub + Vercel)

## **NOTABLE PROJECTS**

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#### [sandipchavda.com](https://sandipchavda.com) - **Personal Portfolio & AI Lab**

- Built a full-stack portfolio site using Next.js, React JS, and Tailwind CSS - deployed on Vercel.

- Integrated an AI chatbot for lead generation - works on mobile and desktop, with session memory and WhatsApp handoff for direct client connect.
- Implemented a blog system with an admin panel, AI-generated posts, and LinkedIn composer integration.
- Built a free [tools](#) section with Bill Generator and QR Code Generator - live, publicly accessible utilities with copy protection.
- Built AI tools using AI APIs (OpenAI, Gemini, and others) - including chatbots and content generation.
- Built and deployed n8n-based automation workflows for content pipelines and notifications.

### **Saregama Sales Track Application (SSTA) & Carvaan Saathi App**

- Production React Native apps deployed on iOS and Android for Saregama India Ltd.
- SSTA: Field sales tracking with geolocation, barcode scanning, and real-time reporting for the sales team.
- Carvaan Saathi: Consumer-facing companion app for Saregama's iconic Carvaan music device with high user engagement.

### **AI Video Creation using Google Flow (Veo)**

- Experimented with and produced AI-generated video content using Google Flow powered by Veo.
- Explored generative AI video workflows for creative and marketing use cases.
- Published sample [@AiBySandip](#) YouTube page outputs as a reference playlist demonstrating hands-on creative AI capabilities.

## **EDUCATION**

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**Pursued Commerce** – Mumbai University (did not complete)