Ashit Soni

I bring modern full-stack development expertise using React JS, Remix, Node.js, Prisma with SQL, Polaris UI, and webhooks — demonstrated through production-grade Shopify apps. Alongside this, I've delivered 140+ custom Shopify themes and led a team of 15+ developers, ensuring scalable, high-quality delivery across both apps and themes.

Work Experience

Sr. Software Engineer Team Lead, Techinfini Solutions May 2023 - Present
Sr. Software Engineer May 2022 - Apr 2023
Software Engineer May 2021 - Apr 2022

- Consistently deliver high-quality, production-ready code across a variety of client projects. Partner with creative directors to research, develop, and architect technical solutions that align with business goals.
- Collaborate closely with designers, project managers, and engineers to bring creative concepts to life. Offer leadership through mentorship, collaboration, and sharing technical knowledge within the engineering team.

Web Developer, Rama Technologies July 2021 - March 2023

- Began my career in web design, working with HTML, CSS, and WordPress to build and customize websites—mainly for educational institutions—using prebuilt themes to meet client needs. Gained proficiency in JavaScript for dynamic web features and user interaction, along with strong skills in Adobe Photoshop for logo design and image editing.

Recent Projects:

Remix Full Stack App: Sticky Add To Cart App
- Built a full-stack Shopify app using Remix, Polaris UI, and Shopify App Extensions to implement a customizable sticky ATC button with analytics powered by order webhooks and cart attributes — fully hosted on Vercel with a Neon Postgres database connection.

Bundle Discount App: Seven Sundays
- Built a Bundle discount functionality when the if user adds products from any three products (from selected collections) to the cart, the discount will be applied to those products. I've handled all the frontend UI(Bundle Widget in cart drawer) + Logic(Discount Application & Add to cart functionality) based on the App's API response.

Footwear Insole Store: Groove
- Created an animated UI for the footwear insole store. Integrated GSAP animations to achive professional looking animated UI.

Footwear Brand Enhancement: Yes We Vibe
- Redesigned the product page with features such as custom media viewer, media update on color change.
- Added a custom Safegaurd Shipping, Free Sticker and Free Gift add to cart feature.

Shopify Coffee Store: Syra Coffee
- Architected a Shopify website from inception for a coffee store.
- Designed and implemented a new product page layout.
- Created a custom cart page from scartch.

Food Equipement Store: Britannia Food Equipments
- Build the store from scratch
- Engineered a sophisticated "Compare Products" feature for a Shopify store.

Hardware Store Optimization: Fusion Fixings
- Optimized the product page for a specialized hardware store.
- Implemented variable pricing based on quantity.
- Created multiple product variants with distinct pricing tiers.

Car Rental Company Website Enhancement: Stay High Island Camping
- Enhanced the website, particularly refining the cart page.
- Introduced a feature suggesting additional gear based on rented car type.

Mobile Store Optimization: Mobilegoo Shop
- Optimized the product page for a refurbished mobile store and created a custom purchasing section of EMI plans.
- Enhanced the checkout experience with a specialized COD section.

Pixel Tracking Integration:
- Orchestrated seamless integration of Facebook and TikTok pixel tracking into websites.

A/B Testing Experiences:
- Formulated and executed tailored experiences for A/B testing across diverse e-commerce platforms. Worked on Convert and VWO Platform.

imashitsoni@gmail.com
(+91) 9285168780
Indore, India
imashitsoni.github.io/portfolio/

Skills

Programming Languages
JavaScript, HTML, CSS, Liquid(Shopify), SQL

Libraries & Frameworks
React JS, Redux, Node JS, Remix(Shopify app dev), Polaris UI, GSAP Animations, Tailwind

Tools & platforms
Vercel(App Hosting), Neon(PostGres Cloud DB), Git, Github, Shopify, Wordpress, Figma, Photoshop

Education

NIIT University - New Delhi
GNIIT Certified

APS University - Rewa
Bachelor of Science

Hobbies & Interests

During my freetime, I immerse myself in the ever-evolving world of tech wonders on YouTube, watch movies & documentaries on Netflix

Languages

English, Hindi