

RAJ PANCHOLI

Frontend Developer (UI Engineer)

Email: pancholiraj27@gmail.com | Phone: [+91-8769912780](tel:+91-8769912780) | Bangalore, India

GitHub: [/pancholiraj27](https://github.com/pancholiraj27) | LinkedIn: [/pancholiraj27](https://www.linkedin.com/in/pancholiraj27) | Portfolio: rajpancholi.com

TECHNICAL SKILLS

Technologies: JavaScript (ES6+), React 18, Next.js 14, TypeScript, HTML5, CSS3/SCSS, Tailwind CSS, Styled Components, Bootstrap, Node.js, Python, REST API, Firebase, WordPress API, Strapi CMS, OpenAI API

Concepts: SSR/CSR Architecture, Dynamic Page Generation, Web Performance Optimization, State Management, Component-based Architecture, Responsive Design, SEO Optimization, AI Automation, Multi-platform Publishing

Tools: Git, GitHub, Figma, Postman, Segment Analytics, Amplitude, AppsFlyer, CI/CD, Core Web Vitals, Content Management Systems

WORK EXPERIENCE

ACKO | UI-1 Engineer

Sep 2024 - May 2025

- **Architected widget ecosystem generating 500K+ monthly visits, 1.3M leads, and 220K app installs** across 10+ VAS widgets—owning 80% of portfolio and driving 40% app download surge
- **Engineered real-time deep-linking system** integrating Segment Analytics, AppsFlyer API, and dynamic QR generation enabling seamless web-to-app transitions with cookie-based detection, increasing conversion by 35%
- **Built automated page generation system producing 20,000+ SEO-optimized dynamic pages**, reducing manual creation time from 2-3 months to 200 seconds per 100 pages (99.7% time reduction) through template-driven architecture with dynamic images and interpolated content
- **Developed universal "Quick Link" component** with intelligent responsive layout using SCSS mobile/desktop adaptations, eliminating code duplication and improving page load speed by 40% through reduced bundle size and optimized rendering
- **Implemented dynamic layout system** utilizing TypeScript enums and centralized constants, reducing maintenance overhead by 85% across 100+ instances
- **Integrated government SETU APIs** for delivering real-time vehicle data with secure orchestration and super-efficient CPC rates

ACKO | SDE Intern

Oct 2023 - Aug 2024

- **Led end-to-end development of ACKO's career platform** using Next.js 13, completing 2-month project in 1 month while achieving 100/100 desktop, 98/100 mobile, and 100/100 SEO scores through SSR/CSR hybrid rendering
- **Integrated Strapi headless CMS with role-based access control** empowering HR to update content in <1 minute vs 2+ days, eliminating developer dependencies and saving 240+ hours annually
- **Architected SSR/CSR rendering strategy** optimizing Time to Interactive (TTI) and First Contentful Paint (FCP) for dynamic job listings integrated with SenseHQ portal API, delivering instant page loads while maintaining real-time data accuracy

FEATURED PROJECTS

Global News Plus - AI-Powered Multi-Platform Content Automation

[Preview](#)

Tech Stack: Javascript, OpenAI API, WordPress REST API, Instagram Graph API, Facebook Graph API, Puppeteer

- **Built end-to-end AI content pipeline** processing 936+ articles from Hindustan Times, NDTV, Aaj Tak through GPT-4 NLP and auto-publishing across WordPress/Instagram/Facebook at ₹0.048/article
- **Engineered multi-platform publishing automation** with intelligent image processing, overlay generation, and automated SEO optimization reducing manual effort from 4+ hours/day to zero
- **Developed content optimization engine** achieving 85%+ uniqueness scores with smart scheduling based on engagement patterns, driving 150% organic reach growth

BookMyShow Clone - Full-Stack Movie Booking Platform

[Preview](#) | [GitHub](#)

Tech Stack: React 18, Context API, React Router v6, REST API

- **Architected comprehensive booking system** with 100+ theaters, multi-format selection (2D, 3D, 4DX, IMAX), and bilingual support (Hindi/English) featuring real-time seat availability using object-oriented state management and dynamic layout rendering
- **Engineered advanced seat selection interface** with multi-select functionality, dynamic pricing, and animated checkout flow using Javascript objects.
- **Implemented complex booking logic** handling concurrent reservations, seat holds, and format-based pricing through optimized data structures

Foodiebay - Food Ordering & Table Booking Platform

[Preview](#) | [GitHub](#)

Tech Stack: React 17, TypeScript, OAuth 2.0, REST API

- **Developed Zomato-inspired platform** with dining, nightlife, and online ordering modules featuring advanced filtering (rating, distance, cost, popularity) and OAuth-based authentication (Google sign-in) with TypeScript for type-safe development

CERTIFICATIONS

- JavaScript Algorithms & Data Structures (FreeCodeCamp) • React Development (HackerRank) • Full-Stack Web Development Bootcamp (Udemy - Colt Steele)

LEADERSHIP & IMPACT

The Art of Living Foundation | Volunteer | Jul 2018 - Present

Facilitated 25+ mindfulness workshops serving 500+ participants, promoting mental well-being and stress management