

ABHISHEK MISHRA

Senior React & React Native Developer

+31 657 247 061 • mishraabhishek.11@gmail.com

Based in the Netherlands • Eligible to work in the EU • No sponsorship required

PROFESSIONAL SUMMARY

Results-driven React & React Native Developer with 17+ years of experience delivering high-quality web and mobile applications for global clients including Academy Sports + Outdoors, NHS Blood & Transplant, Bergdorf Goodman, Bed Bath & Beyond, Unilever, and Citibank. Expert in TypeScript, cross-platform mobile development, performance optimization, and leading agile teams. Recognized for building scalable architectures, mentoring developers, and shipping production-grade apps to millions of users. EU-based and available immediately for full-time or contract engagements.

CORE SKILLS

Frontend: React, React Native, TypeScript, JavaScript, HTML5, CSS3, Tailwind CSS, React Query, Storybook, GraphQL, Responsive Design, Web Accessibility

Mobile: Expo, Expo Router, iOS (Swift), Android, Redux, Redux-Thunk, Redux-Saga, React Native Performance Optimization, Apple Pay Integration

Performance & Monitoring: Dynatrace, Sentry, Firebase Performance Monitoring, Flipper, Android Studio Profiler, Xcode Instruments, Memory Leak Detection, Crash Analysis

Backend & DevOps: .NET, REST API, SQL Server, LINQ, Git, GitHub Actions, CI/CD, Unit Testing

Productivity & Tools: GitHub Copilot, AI-Assisted Development, JIRA, Agile/Scrum, Code Review, Team Leadership

ONLINE PRESENCE

Portfolio: <https://mishra-abhishek.com/>

LinkedIn: <https://www.linkedin.com/in/abhishek-mishra-781b5b6/>

GitHub: <https://github.com/mishraabhishek11>

PROFESSIONAL EXPERIENCE

Tech Lead, Senior React & React Native Developer | Publicis Sapient

2010 – 2024 • Noida, India (Remote collaboration with EU/US teams)

Led frontend and mobile development across multiple high-profile client engagements over 14 years, progressing from developer to architect and team lead roles.

Academy Sports + Outdoors (ASO) — Mobile App (Jan 2021 – 2024)

Domain: Retail · **Platform:** React Native (iOS & Android) · **Tech:** React Native

One of the largest US sporting goods chains with 259+ stores. Owned end-to-end frontend development of key customer-facing modules.

- Architected and delivered Product Listing, Product Detail, Search, and top-funnel rail modules for the ASO mobile app serving millions of users.
- Integrated Apple Pay, improving checkout conversion and payment UX.
- Optimized app performance using Dynatrace and Flipper — reduced rendering bottlenecks and improved startup time.
- Led and mentored a team of 8 developers; enforced coding standards through structured code reviews.
- Worked directly with client stakeholders and business analysts to translate requirements into scalable solutions.

NHS Blood and Transplant (NHS BT) — Mobile App (Nov 2019 – Dec 2021)

Domain: Government / Healthcare · **Platform:** React Native (iOS & Android) · **Tech:** React Native

UK government body responsible for blood, organ, and tissue supply. Delivered donor-facing features for the NHS BT mobile application.

- Built and shipped modules including Book Appointments, Donor Card, Suggested Venues, Favourite Venues, Account, and Profile.
- Served as team lead for a squad of 5 developers across the full delivery lifecycle.
- Maintained high release quality through rigorous code reviews and requirement analysis.

Bergdorf Goodman — Mobile App (Jan 2017 – Oct 2019)

Domain: Luxury Retail · **Platform:** React Native (iOS & Android) · **Tech:** React Native

Iconic luxury department store on Fifth Avenue, New York. Led development of core shopping experience modules.

- Developed Shop Landing, Checkout, WebView Integration, Account, and Profile modules.
- Led a team of 5 developers, ensuring timely delivery and code quality.
- Collaborated closely with client teams to refine UX and meet brand standards.

Bed Bath & Beyond / Buy Buy Baby — Mobile App (2014 – 2017)

Domain: Retail / E-commerce · **Platform:** iOS (Swift) · **Tech:** Swift, iOS

Major US e-commerce retailer. Contributed to native iOS development of the Bed Bath & Beyond and Buy Buy Baby apps.

- Developed key e-commerce features including Product Listing (PLP), Product Detail (PDP), and Checkout.
- Built specialty features including Registry, Barcode Scanner, and Image Search.
- Maintained code quality through reviews and requirement analysis sessions.

Unilever Global Production Support — Web (2012 – 2014)

Domain: Retail / FMCG · **Platform:** Web · **Tech:** ASP.NET 4.0, SQL Server, C#

Global support team maintaining 650+ live Unilever websites across regions.

- Led a team of 4 engineers providing production support, enhancements, and client query resolution.
- Developed and maintained SQL stored procedures and .NET backend modules.

Unilever Kritique — Ratings & Reviews Platform (2010 – 2012)

Domain: Retail / FMCG · **Platform:** Web · **Tech:** ASP.NET 4.0 MVC, SQL Server, LINQ, C#

Plug-and-play ratings and reviews solution integrated across Unilever's brand web presence.

- Developed features enabling consumer ratings, reviews, and brand research tools.
- Built stored procedures and backend logic for user-generated content management.

Senior Software Engineer | Kashnish Tech

2008 – 2010 • Mumbai, India

Submerce.com — POS & E-commerce System (2008 – 2010)

Domain: Point of Sale / E-commerce · **Platform:** Windows & Web · **Tech:** .NET 3.5, SQL Server 2005, VB.NET, ASP.NET

POS application used in Napa Valley, USA — refactored from a buggy legacy codebase into a stable, high-performance system.

- Resolved hundreds of bugs across Admin, POS, and Controls modules, restoring system usability.
- Integrated external APIs including Ship Compliant, Card in the Box, and NVL Shipping.
- Improved data sync and scheduling using multithreading and custom SQL routines.
- Optimized SQL queries and stored procedures, significantly improving system performance.

Software Developer | iSoft Technology

2006 – 2008 • New Delhi, India

ERP System — Ratnagiri Ceramics (2006 – 2008)

Domain: Manufacturing / ERP · **Platform:** Windows · **Tech:** .NET 1.1, SQL Server 2000, VB.NET

N-tier ERP system for a ceramics tile manufacturer covering HR, Production, Accounts, and Customer Management.

- Developed and maintained HR, Production, Accounts, and Customer Management modules.
- Designed database architecture and wrote stored procedures for dynamic reporting.

FREELANCE & SELF-DIRECTED WORK

Independent Developer & Technical Researcher | Self-employed

2024 – Present • Netherlands

- Actively upskilling in the latest React Native ecosystem including Expo Router, New Architecture, and Reanimated v3.
- Exploring AI-assisted development workflows with GitHub Copilot and LLM tooling for productivity gains.
- Building personal prototype projects to stay hands-on with current industry standards.
- Available immediately for full-time, contract, or freelance engagements across Europe.

EDUCATION

Bachelor of Technology (B.Tech)

Uttar Pradesh Technical University • 2002 – 2006

ADDITIONAL INFORMATION

Languages: English (Fluent) • Hindi (Native)

Availability: Immediate • Open to full-time, contract, remote, and freelance opportunities

Work Authorization: Eligible to work in the Netherlands / EU • No sponsorship required