

Ashish Belwal

Senior Frontend Engineer | Lead Product Engineer | 11+ Years Experience

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Actively seeking **Senior/Lead Frontend, Lead Product Engineer** or **Engineering Manager** roles at **product-first startups**.

Professional Summary

Senior Frontend Engineer with 11+ years of experience building and scaling SaaS products for early-stage startups using React, Next.js, and TypeScript. Specialises in scalable frontend architecture, micro-frontends, CI/CD pipelines, agile delivery, and translating business goals into high-converting user experiences. Track record of leading cross-functional engineering teams, establishing coding standards, and driving measurable revenue impact.

Key Achievements

- Increased **Leid's revenue by 70% in 6 months** by redesigning the booking flow and reducing UX friction.
- Expanded Nxgen's enterprise client base from **1 → 7** by building a **white-label multi-tenant SaaS mobile platform**.
- First engineer at **Ethereal Covenant** — built the engineering team and launched **Lytespeed**, an AI voice agent platform supporting **22 Indic languages**.
- Integrated **14+ micro-frontends** for SpeakUp Now's SaaS platform, enabling faster modular feature development.
- Drove **3× growth** in mobile downloads and **7× increase in user engagement** by migrating Townsquare's app from **Cordova → Ionic**.

Professional Experience

Lead Product Engineer (Contract)

Leid AS — Norway (Remote)

Aug 2025 – Feb 2026

Worked directly with founders to improve a Norwegian trailer rental platform.

- Increased company **revenue by 70% within six months** by redesigning the booking experience and reducing friction in the rental flow.
 - Designed and developed a **dedicated trailer rental platform**, simplifying the rental process for customers and improving operational workflows.
 - Improved **frontend performance and reliability** across devices.
 - Collaborated directly with founders and stakeholders to translate business needs into product features that improved customer conversion.
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Engineering Manager

Ethereal Covenant — Bengaluru

Nov 2023 – Oct 2024

Led engineering execution for AI-driven SaaS products while scaling the team; established **frontend architecture**, **coding standards**, and **agile workflows**.

- Scaled the engineering team from **0 to 10 engineers**.
 - Led the development of **Lytespeed.ai**, the company's first product – a workflow-based AI chatbot platform supporting **22 Indic languages**.
 - Led frontend architecture and development for internal tools including:
 - **Ethereal Touch** – Visual chatbot workflow builder supporting voice interactions in **Indic languages**.
 - **Ethereal Vision** – NLP and computer-vision-powered **text-based image search platform** for large media libraries.
 - **Ethereal Connect** – Real-time **CCTV monitoring platform with AI-based event alerts**.
 - Established frontend standards, architecture, and development workflows that enabled faster product development and team scalability.
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Lead Product Engineer

Ethereal Covenant — Bengaluru

Apr 2022 – Nov 2023

Joined as the **first engineer** and played a key role in building the company's early products, engineering processes, and frontend architecture.

- Established the **frontend architecture using React and TypeScript**, defining coding standards and scalable development workflows.
 - Delivered a **white-label multi-tenant CCTV monitoring mobile platform** for **Nxgen Technologies AG (Switzerland)**, enabling the company to expand from **1 enterprise client to 7 enterprise clients**.
 - Led integration of **14+ micro-frontends** for **SpeakUp Now (USA)**, improving modularity and accelerating delivery of enterprise features.
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Senior Frontend Engineer

Townsquare Pvt — Gurugram

Jun 2019 – Feb 2022

Led the modernization of the company's event management platform and mobile applications to improve user engagement and scalability.

- Migrated the platform from **Core PHP** → **Vue.js/Laravel** and **Cordova** → **ionic**, modernizing the product architecture.
 - Achieved **3x growth in mobile downloads** and **7x increase in user engagement** after the platform overhaul.
 - Redesigned the UI/UX to better align product experience with business and marketing goals.
 - Mentored junior developers and conducted code reviews, improving team code quality and reducing post-release bug reports.
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Previous Roles

Frontend Developer

Geek Assured Pvt — Gurugram

Mar 2017 – Aug 2018

Developed responsive websites and customized WordPress themes with focus on performance, SEO, and accessibility.

Frontend Developer

Shivasheesh Enterprises — Dehradun

Mar 2016 – Feb 2017

Built responsive web applications and developed a client portal that improved order workflow efficiency by 20%.

Frontend Developer

Boton X Labs — Dehradun

Jan 2015 – Feb 2016

Converted PSD designs into responsive websites and supported frontend maintenance and testing.

Junior Frontend Developer

Voyager Infosys — Dehradun

May 2014 – Dec 2014

Developed marketing websites and digital assets while ensuring cross-browser compatibility and quality.

Skills

Frontend Technologies: React, React Native, Next.js, Vue.js, Redux, TypeScript, JavaScript (ES6+), SCSS, HTML5, CSS3, Three.js, Tailwind CSS

Testing and Quality Assurance: Jest, React Testing Library, Storybook, ESLint, Prettier

Build Tools and CI/CD: Vite, Webpack, Babel, Jenkins, GitHub Actions

APIs and Backend Integration: RESTful APIs, GraphQL

Design Tools: Figma, Adobe XD, Photoshop

Education

Bachelor of Technology (B.Tech) – 2009 – 2013

Aerospace Engineering Specialization in Avionics

University of Petroleum and Energy Studies, Dehradun