# ASTHA SINGH THAKUR

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## PROFESSIONAL EXPERIENCE

**Lead Full Stack Developer, Think Round Inc**                                      Jun 2023 - Present
- Restructured the development team and implemented a new tech stack (HTML, CSS, JavaScript, Node.js, React), improving website performance by 10%
- Led the website migration, enhancing user experience, increasing engagement by 15%, and boosting traffic by 20%
- Improved project efficiency by 20% through optimized workflows and streamlined development processes

**Developer Analyst, HotelKey**                                      Feb 2023 - May 2023
- Automated Postman API collections for clients, increasing testing precision by 90% of Property Management System
- Generated front-end web app UI/UX mock-ups, resulting in a 20% rise in user satisfaction based on usability testing
- Improved back-end database management, reducing data processing errors by 30% and boosting accuracy by 20%

**Assistant Manager (Data Science & Analytics), Angel One Ltd. (formerly Angel Broking Ltd.)**      Sep 2021 - Dec 2021
- Led team in implementing trading strategies, leading to ~14% MoM client acquisition rate surge, earning EoM
- Developed predictive financial algorithms leading to a 15% boost in ROI using GCP's BigQuery, ML with R & Python
- Analyzed campaigns, resulting in 20% enhancement of the decision-making efficiency, using Google Data Studio
- Revamped the NPS rating system, securing a 25% rise in customer satisfaction, and implemented targeted incentives for a 30% upswing in customer participation in survey journeys and contests

**Senior Analyst, Cartesian Consulting**                                      Jun 2019 - Jul 2021
- Awarded 'More than Expected' for scaling Fortune 500 businesses through CRM analytics and targeted campaigns, generating 20M INR (~275K USD) in monthly incremental sales
- Achieved 10 on 10 NPS rating for contributing to a 6-7% increase in monthly revenue through advanced analytical ML models, A/B testing, cross-sell, & market basket analysis to architect end-to-end processes for optimal scalability
- Recognized with the 'Extra Mile' award for enhancing digital presence & personalizing recommendations for Fortune 100 QSR brand
- Automated campaign execution & optimized retail client databases, enhancing efficiency by 25%

## PATENTS & PUBLICATIONS

**IOT Device for Breast Cancer Detection – UK Design Patent** - Design number - 6289909                Jul 2023
- An IoT device integrating sensors, enabling continuous data collection and remote monitoring, improving early detection and minimizing the need for frequent in-person appointments

**Smart Document Tracking System - International conference - ICRTDARIP**                Nov 2020
- This system ensures document authenticity, tracks document access, & provides real-time alerts for unauthorized access, prioritizing document security leveraging embedded systems and a range of web technologies

## PROJECTS

**Symphony Band Management System**                                      Jun 2022 - Aug 2022
- Developed utilizing a tech stack comprising MySQL, JDBC, Spring Boot, HTML, CSS, and JavaScript which processes customer requests, concert allocation, and employee management, streamlining band operations

## EDUCATION

**University of Texas at Dallas** | Master of Science, Computer Science | GPA: **3.7/4**                Dec 2023
**University of Mumbai** | Bachelor of Technology, Electronics and Telecommunication | GPA: **8.2/10**        May 2019

## SKILLS

**Frontend**: HTML, CSS, JavaScript, React, Bootstrap
**Backend**: Python, Java, C, C++, PHP, Node.js, JDBC
**Database:** MySQL, MS SQL, Google BigQuery
**Automation & Testing**: Postman, VBA, Macros
**Design Tools**: Figma, Canva, Webflow
**Data Visualization**: Google Data Studio, Advanced Excel
**Methodologies**: SDLC, Agile, Waterfall, Scrum
**Conceptual**: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML

**Leadership:** End-to-end application delivery, Cross-Functional Leadership
**Project Management**: Confluence, Slack, Git, Jira, Microsoft Outlook, Microsoft Teams
**Business Strategy:** Resource allocation, Market Research Analysis, Budgeting & forecasting
**Analytics**: CRM, A/B Testing, Root Cause Analysis
**ML**: Python, R, Tensorflow, PyTorch, MATLAB
**Big Data**: Spark, Kafka, Hadoop