ASTHA SINGH THAKUR

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PROFESSIONAL EXPERIENCE

Lead Full Stack Developer, Think Round Inc   Jun 2023 - Present
- Orchestrated tech stack overhaul (HTML, CSS, JavaScript, Node.js, React) & website migration from Squarespace to GitHub & Docker, boosting performance by 10% & user engagement by 15%
- Restructured team and modernized infrastructure, boosting traffic by 20% & operational efficiency
- Enhanced project efficiency by 20% with optimized workflows & streamlined development using Slack

Developer Analyst, HotelKey   Feb 2023 - May 2023
- Automated Postman API collections for clients using JavaScript, transitioning from manual to automated testing of the Property Management System, which increased testing efficiency by 90%
- Designed front-end web app UI/UX, achieving a 20% increase in user satisfaction through 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% month on month client acquisition rate surge, earning Employee of Month
- 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 a perfect NPS score of 10 by driving a 6-7% monthly revenue increase through advanced ML models, A/B testing, cross-selling, and market basket analysis, architecting end-to-end scalable processes
- 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

An Intelligent Framework for Driver Fatigue Detection - IEEE ICIRCA   Aug 2023
- Real-time drivers' drowsiness detection system based on a hybrid model of Gradient Boost Decision Tree-CNN-LR

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

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