

AASTHA GUPTA *Software Engineer*

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Work Experience

11/2024 – Present
Mohali

Junior Frontend Developer, 2B Innovations Pvt. Ltd.

- Developed and maintained multiple web applications including **QComm** and **Digital Signage**, using **Angular**, **TypeScript**, **Bootstrap**, and **CSS** to create responsive and user-friendly interfaces.
- Rebuilt the QComm project using **Next.js** and **React**, improving performance and scalability, while implementing RESTful APIs and reusable UI components.
- Designed and developed a mobile application and created client-specific UI designs using **Bootstrap**, and implemented dynamic functionality by integrating APIs using **JavaScript**.
- Integrated dynamic APIs, handled real-time data, and optimized front-end performance for smooth user experience.
- Collaborated with cross-functional teams including designers and backend developers, following Agile development practices and regular sprint reviews.
- Created **6 custom client-facing websites** using **WordPress**, ensuring **SEO compatibility**, responsiveness, and adherence to client branding requirements.
- Conducted testing, debugging, and code reviews to ensure quality delivery across all platforms.

02/2023 – 10/2023
Mohali

Front End Developer Intern, 2B Innovations Pvt. Ltd.

- Worked as part of a team on a real-time project called **Loyalty Program**, contributing to the design, development, and testing phases.
- Built responsive and interactive UI using **Bootstrap 5**, **CSS**, and **Angular**, ensuring cross-browser compatibility and mobile responsiveness.
- Implemented APIs and handled dynamic data binding using Angular and TypeScript.
- Actively collaborated with senior developers and followed best coding practices using **Git** for version control and daily commits.
- Gained hands-on experience in teamwork, and real-time project workflows.

EDUCATION

08/2019 – 06/2023

B.Tech (CSE) with 7.77 CGPA, Eternal University Sirmour

04/2018 – 03/2019

XII with 73%, Government Senior Secondary School Bharari Mandi (HP)

04/2016 – 03/2017

Matrix with 79%, Shivalik Public School Bharari Mandi (HP)

TECHNICAL SKILLS

HTML/CSS • Angular • Bootstrap • Javascript • Photoshop • React • Next Js • Typescript

PROJECTS

Dewa Smart Ticker, An enterprise-grade alert communication platform used to send real-time alerts to client-installed systems within organizations.

- Developed the complete frontend using **Angular, TypeScript, HTML, and CSS**, handling all UI designs and layouts.
- Built a fully functional alert system supporting **Simple Message Alerts, Popup Alerts, Video Alerts, and Quiz Alerts**.
- Integrated APIs across the entire project to manage alert types, user data, and client interactions.
- Collaborated with the backend team to maintain smooth data flow and real-time alert delivery across tenants.
- Performed complete **testing and debugging** to ensure flawless performance across multiple devices.

Qcomm client, A client-side application connected to the QComm alert system, used to receive and display alerts on individual machines.

- Built using **JavaScript, Bootstrap, and CSS** for responsive design and smooth UI interactions.
- Developed the full **UI design**, implemented all **functionalities**, and integrated APIs for receiving alerts.
- Ensured seamless reception and display of **Simple, Popup, Video, and Quiz Alerts** sent from the QComm system.

Digital Signage Project, A centralized screen content management system used to control and schedule media content on display screens (e.g., for advertisements, government information, etc.).

- Developed the complete frontend using **Angular, TypeScript, Bootstrap, and CSS**, including all screen.
- Enabled content scheduling features for **videos, images**, and other media with options to set **duration, orientation (landscape/portrait), and display priority**.
- Integrated APIs to manage screen data, playlist configurations, and screen assignments.
- Built modular display templates and **customizable playlists** to create dynamic screen loops.

Loyalty Program System, A food-tech platform allowing restaurants to register and manage a customer loyalty program with reward-based campaigns.

- Designed and developed the frontend using **Angular, TypeScript, Bootstrap, and CSS**, including responsive layouts and UI components.
- Implemented the full **loyalty program functionality**, assigning rewards based on order value or frequency.
- Defined and applied rules for point earning, coupon generation, and reward distribution.
- Integrated APIs to manage user registrations, order tracking, point calculation, and reward redemption.
- Developed a campaign system to send **coupon codes** to customers, which can be redeemed during future orders.

Cashier System, A companion system built to redeem loyalty rewards in real-time at the point of sale.

- Created the UI and implemented business logic using **Angular, TypeScript, Bootstrap, and CSS**.
- Developed functionality for redeeming earned points via coupon codes or direct balance checks.
- Integrated APIs to validate, apply, and update redeemed rewards tied to the loyalty system.

- Ensured smooth synchronization with the main loyalty backend for accurate real-time point updates.

QComm (Quick Communication Tool)

- Merged functionalities from DEWA Smart Ticker and Digital Signage** into QComm, allowing admins to send alerts as well as control and configure client display screens.

QComm

- Rebuilding the **user interface** and **core functionalities** using **React, Next.js, and CSS/Bootstrap**.
- Implementing RESTful **API integrations** for alerts, screen control, and user management.
- Focused on improving UI/UX consistency, performance optimization, and component reusability across the system.
- Working on modular, scalable frontend architecture for long-term maintainability.

LANGUAGES

Hindi

Full Professional Proficiency

English

Full Professional Proficiency

Punjabi

Native or Bilingual Proficiency

SKILL

- Good Listener
- Decision Making
- Quick Learn
- Team Worker
- Positive Attitude