

# ABHISHESH PRADHAN

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## EXPERIENCE

### Longtail UX

*Software Developer/Consultant*

Nov 2021 – Aug 2024

[longtailux.com](http://longtailux.com)

- Engineered LUX Smart Pages: High-performance, SEO-optimized landing pages (Blade, PHP Laravel) that extend client's website seamlessly, achieving 98% conversion rate, 64% reduction in CAC, and 169% ROAS for one key client, while meeting Web Core Vitals and WCAG accessibility standards. [bit.ly/4q0JmQH](http://bit.ly/4q0JmQH)
- Built Admin Portal: Developed a full-stack Page Builder (React, TypeScript, PHP, MySQL) enabling clients to automate the lifecycle management of global campaign pages.
- Optimized CI/CD Pipelines: Managed deployments across Staging, UAT, and Production using Jenkins and Bitbucket, integrating functional and user acceptance testing (UAT) to ensure reliable, bug-free releases.
- Monitoring & Reliability: Monitored system health and performance using Kibana and StatusCake to ensure timely detection of issues and maintain service reliability.
- Consulted & Documented: Partnered with stakeholders to define requirements and UI/UX mock-ups; authored technical documentation to streamline client integration and internal handovers.

### Norbrik

*Technical Consultant*

Jun 2019 – Nov 2021

[norbrik.com](http://norbrik.com)

- Architected BPAutomatic SaaS Platform: Lead developer for a Business Process Automation platform featuring a drag-and-drop form builder, custom workflow engines, and granular RBAC permissions. (React, Redux, TypeScript, .NET Core, SQL Server) [bpautomate.com](http://bpautomate.com)
- Engineered SharePoint Intranet Solutions: Designed and deployed enterprise-level applications and custom web parts using SPFx and PnPJs, improving internal communication for corporate clients.
- Developed Automation Provisioning Tool: Built a .NET Core console application to automate the creation of MS Teams, channels, and SharePoint groups, significantly reducing manual IT setup time. (C#, PnP Framework, XML)
- Client Consultation: Conducted UAT and requirement-gathering sessions with enterprise-level clients to ensure software alignment with complex business workflows.

### Devwals

*Full-stack Developer*

Jan 2019 – Mar 2019

[devwals.com](http://devwals.com)

- Developed SharePoint Form Builder: Engineered a custom drag-and-drop form application using Angular 6 and Google Firebase, enabling rapid internal data collection. [bit.ly/2Wnj8d1](http://bit.ly/2Wnj8d1)
- Built E-commerce SaaS Platform: Developed the company's product website and integrated Stripe API for secure subscription management and checkout workflows. (Angular 6, .NET Core, SQL Server)

### Norbrik

*Development Consultant*

Aug 2018 – Dec 2018

[norbrik.com](http://norbrik.com)

- Automated SharePoint Provisioning: Engineered a .NET Core console application to automate site lifecycle management, including user permissions, SPFx deployment, and subsite creation.
- Modernized Legacy Infrastructure: Developed custom tools to convert Classic SharePoint sites to Modern environments, ensuring compatibility with new React-based web parts and extensions.
- Built Custom Extensions: Designed and deployed SPFx web parts and extensions using React and PnPJs to enhance corporate intranet functionality.

## EDUCATION

### Macquarie University

Bachelor's of Engineering with Honours – Software – 2019