ABHISHESH PRADHAN

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EXPERIENCE

Longtail UX Nov 2021 – Aug 2024
Software Developer/Consultant *longtailux.com*

· Engineered LUX Smart Pages: High-performance, SEO-optimized landing pages (Blade, PHP Laravel) that extends client's website seamlessly and achieved a 98% conversion rate, 64% reduction in CAC, and 169% ROAS. *https://bit.ly/4q0JmQH*

· Built Admin Portal: Developed a full-stack Page Builder (React, TypeScript, PHP, SQL) 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, maintaining 100% uptime via Kibana and StatusCake monitoring.

· Quality Assurance: Developed automated unit, integration, and E2E test suites; conducted UAT to guarantee bug-free delivery for enterprise client on-boarding.

· Consulted & Documented: Partnered with stakeholders to define requirements and UI/UX mock-ups; authored technical documentation to streamline client integration and internal handovers.

Norbrik Jun 2019 – Nov 2021
Technical Consultant *norbrik.com*

· Architected BPAutomate 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*

· 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 Jan 2019 – Mar 2019
Full-stack Developer *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*

· Built E-commerce SaaS Platform: Developed the companys product website and integrated Stripe API for secure subscription management and checkout workflows. (Angular 6, .NET Core, SQL Server)

Norbrik Aug 2018 – Dec 2018
Development Consultant *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