ANUPAMA H

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📱 9242041508

OBJECTIVE

Seeking a challenging work environment with ample learning opportunities where I can use my technical expertise, knowledge and capabilities to contribute to the growth of the organization.

ABOUT ME

UI Engineer with over 5+ years of experience in using client side technologies like HTML, CSS, JavaScript and libraries / frameworks like jQuery, Backbone, React, Handlebars JS, Underscore, Require JS, Node JS, Bootstrap, Less and Grunt for building highly performant and scalable web applications. Having an extraordinary ability to go to details, I take complete ownership in solving any problem and build a deep understanding of the products I work on. I have also mentored and ramped up team members in various projects.

EXPERIENCE

**TECHNICAL LEAD - UI
UNBXD**

Product Information Management System (PIM)

Built the Unbxd Product Information Management (PIM) system from scratch. PIM is a tool where the user can efficiently manage all product related content at one place of instant familiarity with seamless distribution in the right format to various channels. Was responsible for selecting the UI technology, setting up the code base, build lifecycle and enforcing best practices. Built many reusable components that were used throughout the application which helped in building new features quickly.

Technologies Used : HTML, CSS, React JS, Less, Node JS, Grunt task runner

**TECHNICAL LEAD - UI
INMOBI**

Inmobi Customer Interface Portal

The Inmobi Customer Interface Portal provides a platform for publishers and advertisers to come onboard and advertise/monetize with InMobi. Contributed in building various pages in this portal.
As a tech lead I was responsible for delivering all the UI projects for the Performance App Download section on the customer interface portal. As part of this worked on creative manager which is a tool to simplify operations around creatives.

Technologies Used : HTML, CSS, jQuery, Handlebars.js, iBone (an internal library built on top of Backbone.js), Require JS, Less, Play Framework

SENIOR ENGINEER - UI
INMOBI

Reseller Platform
Contributed in building the campaign creation workflows in the Reseller Platform. As part of this built the creation flows for Banner, Interstitial and Video adformats.

Technologies Used : HTML, CSS, Javascript, React JS, Less

Video Interstitial Ads
Worked on building video ads and explored solutions for prebuffering videos for a buffer free instant play experience that helped in improving the render rates and play rates significantly. Worked on implementing VAST and VPAID mobile video technologies. Also implemented viewability tracking in the video ads through Moat and IAS integrations.

Technologies Used : HTML5 Video, CSS, Javascript, Grunt task runner

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AdFormats
Worked on the creation of cutting edge AdFormats like Banner Ads, Static Interstitial Ads, Frame Ads, Enriched Interstitial Ads and Carousal Ads. Automated the ad generation process using Grunt task runner that improved the efficiency of the deliverables.

Technologies Used : HTML, CSS, Javascript, Grunt task runner

SOFTWARE ENGINEER - UI
INMOBI

InMobi Lifetime Value Platform Portal
Contributed in building the InMobi Lifetime Value Platform Portal (LTVP). LTVP is a one stop shop for Mobile App Developers to analyze, monetize, and drive engagement for their Apps.

Technologies Used : HTML, CSS, jQuery, Underscore.js, Backbone.js, Play Framework

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App Intelligence Portal Rich UI
Redesigned the App Intelligence Insights portal as part of Bootcamp Project. The main idea was to create a dashboard for the developer where he can view all the required information in brief at one place. The application used various widgets to display all the data visually.

Technologies Used : Twitter Bootstrap, HTML, CSS, jQuery, HTML5 Canvas was used to build all the widgets and graphs.

EDUCATION

BACHELOR OF ENGINEERING	PES School Of Engineering (2008 - 2012)	81.28%
PRE UNIVERSITY COURSE	St Francis Composite PU college (2006 - 2008)	87.66%
SECONDARY SCHOOL EDUCATION	Mary Immaculate High School (1996 - 2006)	84.8%

ACCOMPLISHMENTS

- Won Best Academic Proficiency award for Science branch in 1st and 2nd PU
- Won Spot R, Emmy and Spotlight awards for contribution in various projects at InMobi.

CONFERENCES / WORKSHOPS

- Attended JSFoo conferences held in Bangalore
- Attended Personal Effectiveness Program conducted by Stillwaters

OTHER ACTIVITIES

- Participated in various Hackathons organized at Inmobi
- Participated in The/Nudge Freedom Hack organized by The/Nudge Foundation where we built a crowd funded microfinance platform for The Nudge Foundation and were awarded the **Best Hack Award** for our Hack.

PERSONAL DATA

- Full Name: Anupama H
- Date of Birth: 31st January, 1991
- Nationality: Indian
- Languages: English, Hindi, Kannada, Telugu

I hereby declare that the above-mentioned information is correct to the best of my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars

Anupama H
Bangalore