

# Jay Ganatra

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## SUMMARY

Highly motivated Full-Stack Engineer with a strong background in end-to-end full stack and mobile development. Successfully optimized back-end systems, developed user-friendly interfaces, reviewed code, and improved data accessibility. Committed to innovative problem-solving and continuous learning.

## WORK EXPERIENCE

### Blockhouse Labs, Inc. | Full Stack Developer | New York, NY

September 2024 – Present

- Built Stripe subscription integrations into the product, developing custom payment elements in Next.js, TailwindCSS and boosting payment processing efficiency, leading to an increase in subscription completion rates.
- Refactored the Blockhouse landing page using best practices, and components from Shadcn/ui, resulting in a 25% improvement in page load times and enhancing user experience and responsiveness across devices.
- Integrated Google Tag Manager, Google Ads, Reddit Ads, and Funnel.io, which improved tracking and ad performance, driving a 20% increase in conversion rates. Also implemented PostHog analytics, tracking user behavior and interactions, performing A/B Tests, allowing for data-driven product decisions and improving user engagement by 18%.
- Led PR review sessions, providing feedback on code quality and best practices, which improved deployment times by 15%.
- Spearheaded SEO optimization efforts, leading to a 37% increase in organic traffic and significantly improving search engine rankings and overall site visibility.

### Flow Global Software Technologies, LLC | Full-Stack Engineer Intern | Remote

July 2024 – October 2024

- Led the development of the ER diagram for Flow Nebula, Flow's B2B sales database, enhancing the system's architecture and improving the clarity of database relationships, contributing to more efficient data management.
- Created an organic LinkedIn scraper that mimicked user behavior to automatically extract essential business data for 1000+ profiles, while adhering to compliance standards, significantly improving Flow's lead generation capabilities.
- Spearheaded the SEO optimization efforts, resulting in improved search engine rankings, increased user engagement, and enhanced organic traffic, which contributed to the overall growth and visibility of Flow's online presence by 74%.

### SQOR Technologies Inc. | Frontend Engineer Intern | New York, NY

July 2023 – August 2023

- Redesigned SQOR's business intelligence SAAS platform, collaborating in a cross-functional team, optimizing API utilization and response times, resulting in significant enhancements in system performance.
- Developed a robust backend system with MongoDB and Node, seamlessly integrating AWS S3 for scalable file storage solutions, and AWS Cognito & OAuth2 for handling authentication.
- Implemented a CI/CD pipeline using GitHub Actions, Docker and AWS, for secure server hosting.
- Refactored redundant service calls and implemented middleware, optimizing back-end response times achieving a 50% reduction through simplified API calls.
- Revolutionized user interface and experience by employing advanced React hooks and techniques with Material UI to achieve a 30% improvement in user engagement through enhanced responsiveness, load times and cross-browser compatibility.

## EDUCATION

Syracuse University | Master of Science - Computer and Information Science

August 2022 – May 2024

Mumbai University | Bachelor of Technology - Information Technology

August 2018 – May 2022

## PROJECTS

### Campus Shuttle | Backend Software Engineer Code

August 2023 – December 2023

- Developed and launched a Java microservice to streamline public bus services using Spring, JPA using Hibernate, and MySQL, reducing wait times by 30%. Learning system protocols and data flows.
- Established robust APIs and comprehensive documentation using Swagger, and deployed using Tomcat, and GCP Cloud Run.
- Spearheaded the implementation of RESTful API architecture, utilizing design patterns to enhance system performance; this project yielded a measurable increase in application reliability, improving uptime metrics to 99.9%.

## TECHNICAL SKILLS

- Proficient:** JavaScript, TypeScript, React JS, Next.js, Node.js, Java, Spring, React Native, Jest, Docker, Kotlin, Python, Django, MySQL, MongoDB, SQL, Firebase, Android Studio, Git, GitHub, GitHub Actions, Jenkins, ES6, WordPress, Figma, NoSQL, Tailwind CSS, Vue.js, Testing, Amazon Web Services (AWS), SEO
- Exposure:** Agile Development, SSR, Containerization, Kubernetes, Apache, Apache Kafka, Cloud Computing, ECS, Webpack, Swift, SwiftUI, Scrum, Angular, Android SDK, Lambda, CSS, Express, Flutter, HTML, npm, ReactJS, Redis, RDS, Hadoop, REST, GraphQL, Axios, .NET, C#, C++, C, Dart, Crypto, Django Rest Framework, Flask, Figma, Gitlab, SDLC, Computer Networking, PostgreSQL, UI/UX, Golang, Nginx, Swagger, Data Structures, Web Security, Google Cloud, Caching, Design, NumPy, Web Development, Unit Tests, Objective-C, Oracle, SwiftyJSON, Visual Studio Code, Xcode, Pandas, ERP, DDD, Selenium, BeautifulSoup, Ruby, Svelte, Unity, YAML, yarn, DevOps, Terraform, Azure, Unit Tests, Integrated Tests, Test Driven Development