Harsha Apoorv Merapureddy

Bangalore, India • Harsha Apoorv • +91 9966303796 • Linkedin

SUMMARY

Results-driven Mobile & Front-End Developer passionate about building scalable, high-performance applications across web and mobile platforms. Adept at designing clean and maintainable architecture, optimizing app performance, and implementing intuitive UI/UX. Proven ability to reduce development time by 50% through reusable components and efficient state management. Experienced in full-cycle mobile app development, from ideation to deployment, with successful releases on the App Store & Play Store. A strong collaborator, balancing full-time responsibilities with freelance projects, demonstrating adaptability, problem-solving, and a commitment to continuous learning.

WORK EXPERIENCE

Tata Consultancy Services | Link   Bangalore, India
Systems Engineer / React Native Developer   Jun, 2023 – Present
- Developed pixel-perfect, responsive dashboard screens using React Native for a cross-platform pensions mobile application in the United Kingdom, increasing user satisfaction by 40% following the transition from a legacy website to a mobile-first experience.
- Created reusable custom components, reducing reliance on external libraries and accelerating development timelines by 50%.
- Integrated Redux Toolkit for state management and RTK Query for efficient API handling, resulting in improved app responsiveness.
- Implemented Jest framework for unit testing, reducing bugs by 35% and improving code reliability and maintainability.
- Successfully launched 4 production releases on Apple Store & Play Store with over 100000 downloads and 5000+ daily active users.

DuYu (SensibleT) | Link   Remote
Mobile Application Developer   Dec, 2024 – May, 2025
- Independently developed a feature-rich cross-platform mobile app from scratch, managing end-to-end delivery, including requirements gathering, development, testing, and APK deployment.
- Collaborated with the client to suggest design improvements, enhancing the overall user experience and usability.
- Implemented features like: Persistent login using secure token storage, OTP-based authentication for seamless onboarding, Interactive chatbot module for guided user assistance, Article feed and content display with animations, and responsive layout.
- Focused on performance and UX by integrating smooth animations, optimized navigation, and responsive layouts using React Native.

ACADEMIC PROJECTS

Cyberbullying Detection & Reporting | Link
- Led a team of 5 in developing a machine learning system to detect and report cyberbullying in social media comments, aiming to safeguard user mental health and promote safer online communities.
- Compared and evaluated five classification algorithms for effectiveness in identifying abusive text; achieved 94% accuracy using TF-IDF for feature extraction and supervised learning models.
- Conducted in-depth model analysis to explore how Machine Learning could assist in monitoring online toxicity and inform future systems for automated content moderation.

LEADERSHIP EXPERIENCE

Association of Computer Engineers   Bhimavaram, India
Helping Wings   Jul, 2022 – Apr, 2023
- Led the planning and execution of department-wide initiatives, including technical fests, hackathons, job fairs, and tech exhibitions, enhancing student engagement and industry interaction.
- Earned the inaugural "Helping Hands" title for exceptional service and leadership, the first in the history of the student body.

AWARDS AND ACHIEVEMENTS

- Won the Top 500 at India's Largest Newton Coding Competition by Newton School.
- Earned a badge of Honors in **Applied Data Science I: Scientific Computing & Python** by WorldQuant University.
- **HackerRank 5-Star Gold Badge in Python** – Awarded for top-tier performance in Python programming and problem-solving.

SKILLS AND INTERESTS

Technical Skills: React Native, Android, iOS, JavaScript, Python, Java, SQL, NoSQL, HTML, CSS, ReactJS, C, C++, AI & ML
Other Skills: Agile Methodology, Process Planning, Figma, Firebase, Google Analytics, Git, Google Cloud Platform

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EDUCATION

SRKR Engineering College, Bhimavaram | Bachelor's degree in Computer Science & Engineering (2019-2023)