

Hitesh Soneta

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EXPERIENCE

Frontend Developer | Sute

July 2024 – December 2024

- Developed a React + TypeScript dashboard that reduced 15% late payments among users with past-due bills by prioritizing in-app reminders for imminent due dates and presenting real-time cash-flow trends.
- Integrated Teller in the application, enabling users to securely link bank accounts and view all transactions, increasing financial data connectivity by 25% and improving user engagement with personalized financial insights.
- Designed interactive dashboards with filters and charts, saving 200 beta users an average of \$50 a month during the pilot phase marked by normal overspending peaks, by adding drill-down views, weekly summary emails, and personalized spending alerts.
- Automated Python scraping tool, cutting data harvesting time in half and eliminating report delays owing to manual CRM exports, by automating YouTube and Instagram data extraction, record normalization, and executing daily via AWS lambda.
- Initiated a Python script that improved data accuracy by 40% and lowered manual entry for a team previously hindered by spreadsheet errors, by collecting social media mentions, enriching CRM information, and consolidating updates into a single sheet.

Software Engineer | MAQ Software

June 2022 – August 2023

- Collaborated on developing a React-based web application, contributing to design and implementation.
- Led a rollout of Power BI across five regions that improved forecast accuracy by 20% during seasonal demand variability leading to stockouts by designing customized ETL pipelines, dashboard templates, and training materials for regional analysts.
- Optimized SQL queries, reducing response time by 40% and enhancing database performance for quicker decision-making.
- Refactored data pipelines and PostgreSQL schema, boosting extraction performance by 25% and decreasing latency by a further 25% because nightly batch jobs consistently fell behind SLA windows, accomplished by normalizing tables.

Aviso | Implementation Engineer

June 2021 – June 2022

- Developed and deployed a full-stack web application, contributing to both frontend and backend.
- Customized backend software to support personalized user experiences, enhancing client engagement and aligning application features with unique client needs.
- Closing over 90% of customer support tickets within SLA in six months, effectively eliminating a two-week support backlog, by creating troubleshooting scripts, maintaining a knowledge base, and triage optimization through Slack integration.
- Improved customer retention by 40% and boosted average order value by 25% through tailored solutions.

Code-B | Full Stack Developer

October 2020 – June 2021

- Designed and hosted a complete-stack Nest.js and React application, supporting 3x user-based growth within four months when monolithic systems hit scaling limits, through careful refactoring to microservices, and setting up robust CI/CD pipelines.
- Designed back-end services using Nest.js and AWS Lambda, shortening the servers' response times by 35% and the infrastructure cost by 15% in the quarterly peak-usage periods, by architecting microservices, reducing cold starts, and CI/CD-based deployments.
- Spearheaded React Native mobile application, implementing live-reload testing, and creating custom native bridges for platform-specific UI.
- Created an automatic email billing system for every device on a network that sends monthly cost estimates to customers on the first day of each month, reducing billing inquiries by 20% and making payments 15% more predictable.

PROJECTS

Consumer Behavior Analytics using Machine Learning Algorithms | [Research paper](#)

- Developed a Django-based system applying machine learning, enhancing predictive accuracy by 20% for consumer behavior insights.
- Created an interactive JavaScript interface, improving user engagement by 50% and increasing average transaction value by 20%.
- Published a research paper on predictive consumer behavior analytics, cited in 9 industry publications and presented at 3 major conferences.

SKILLS

Programming & Web Technologies: JavaScript, TypeScript, Python, SQL, C++, Java, React, Node.JS, Nest.JS, React Native, HTML/CSS
Cloud, DevOps & Data: AWS, Docker, Kubernetes, CI/CD, Jenkins, GitHub Actions, Kafka, RabbitMQ, PySpark, Data Bricks, MySQL, PostgreSQL, MongoDB, NoSQL, Data Modeling, Data Pipelines, Data Warehousing, Stream Processing

AI & Machine Learning: Large Language Models (LLM), LM Studio, AI Integration, Machine Learning Algorithms

Tools & Methodologies: Git, Postman, Gradle, Power BI, Figma, SCRUM, Vite, Webpack

EDUCATION

Northeastern University

Master of Science in Computer Software Engineering

September 2023 – August 2025