JASKIRAT SINGH OBEROI

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PROFESSIONAL SUMMARY

As a results-oriented Design Technologist with **5 years of experience** & a passion for elegant solutions, I leverage my diverse engineering and design expertise to deliver exceptional user experiences. I thrive in fast-paced, dynamic environments and possess a proven ability to translate complex challenges into innovative, user-centric outcomes. My goal is to contribute my skills and passion to a forward-thinking, high-growth company.

WORK EXPERIENCE

Design Technologist – Amazon Business, Amazon, Hyderabad   March 2021 – Present

" Proudly holding the title of Amazon India's First Design Technologist "

As Amazon India's pioneering Design Technologist, I spearheaded a streamlined design-to-development workflow. By meticulously overseeing each project phase, I ensured designs were code-feasible, suggesting alternatives when needed. On the development end I upheld strict adherence to design guidelines, personally implementing complex elements when necessary. This proactive approach significantly reduced roadblocks, boosting productivity across the Design-Development process. The success of this model led to its adoption across Amazon Business, elevating the overall workflow and quality standards. Collaborated with cross-functional teams of 20+ developers and 10+ UX designers in my tenure, bridging the gap between UX Design and Frontend Development.

Project: Internal Design System – Operated as a **Frontend Engineer**

- Developed accessible UI components (Badge, Breadcrumbs, Page Alert, Box Alert, Pencil icon) for the internal design system using **React TypeScript & Storybook**, CSS (**vanilla-extract**), and comprehensive unit and UI testing (**Jest, Playwright**)
- Implemented **Visual Regression Testing** using **BackstopJS and AWS** as an added step in the design system's pipeline to ensure robustness
- Conducted a thorough audit of all design system components to ensure adherence to **WCAG3 accessibility guidelines**, resulting in **enhancements to over 15 components**
- Revamped component documentation on the design system website, clarifying usage instructions and emphasizing **accessibility best practices** for developers

Project: Amazon Business B2B Bulk Selector Prototype [Live]

- Developed and user-tested an **interactive, multi-page prototype** of complete journey from homepage to cart checkout featuring a cost-optimizing bulk product selector for **English and German markets**
- **Conducted 10+ research sessions** to validate the prototype's effectiveness and user-friendliness across the UK and Germany
- Built the prototype using **Figma, JavaScript, Pug, jQuery, SCSS,** and **Atomic Design**

Project: Internal tool – Telescope Mailer [No-code newsletter creation tool]

- Designed and implemented Telescope mailer tool using **Electron, Pug, SCSS, JavaScript and Strapi CMS**
- A user-friendly platform empowering team members to create and distribute **visually engaging newsletters without any technical expertise**
- Facilitated the **creation of 50+ high-impact newsletters** that dramatically improved information dissemination across the organization particularly regarding ABUX research activities and Org-wide updates
- It led to **80% decrease** in the overall turn-around time for newsletter creation

Project: Amazon Business – Business Prime Plan table [Live]

Independently developed the Business Prime plans table using **JavaScript and SCSS** for production deployment, resulting in **over 60K+ customer conversions**.

Project: Amazon Business Mobile Hardblock migration experiment

Facilitated feature implementation through hands-on technical assistance, directly modifying production code to resolve complex design challenges. This resulted in a **~35% increase in conversion rates from previous targets and a ~28% increase in Amazon Business app downloads and installs**.

Support Engineer – Fintech, Amazon, Hyderabad   July 2020 – March 2021

- Responsible for working on multiple audits (Python & SQL):
  - French Tax Audit (2018-2019)
  - German Tax Audit (2015-2017)
  - Sales of tax and low content books published via KDP Audit (2016-2020) for:
    - UK
    - Italy
    - Spain
    - Germany
    - France
- Handling all Ad-hoc requests received from Indian Entities and Special Merchants
- Develop solutions to **automate tasks** in order to ease day-to-day workflows
- Established **monitoring systems using internal tools** in order to keep track of timely delivery of all reports

Project: (E-Invoicing) – All India Sellers

- Handled all modifications made in India Tax Compliance Reports to get them in-line with GST compliance guidelines using **SQL, mySQL and MS SQL**
- Worked on alterations for more than 80 reports using **SQL** and **python** along with **bash scripting**
- Co-ordinated all **User Acceptance Testing (UAT)** activities for newly created scripts before deploying them to production

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Cloud Engineer – Hanu Software, Greater Noida
July 2019 – April 2020

Project 1: (Developing Data ETL Platform for future projects) - Company 1 [$18bn total revenue, 2017-2018]
- Deployed a new Data platform which, on completion, will save the company millions of dollars as they will have a proper system to onboard new data ETL and analysis projects along with a secure data governance, compliance and quality ruleset
- Developing Pipelines, Linked Services, Triggers, Datasets in Azure Data Factory
- Developing automated scripts for scaling of SQL Data Warehouse and Database Implementation of Azure Synapse Analytics Data modelling concepts, i.e., Fact and Dimensions etc
- Implementing Data ingestion from sources like flat files, Azure Data Lake Gen 2, APIs etc into Synapse Analytics

Project 2: (ETL of Sales Data) – Company 2 [$4.2bn total revenue, 2018-2019]
- Implementing Data ingestion from sources like flat files, On-Prem SQL Server etc. through Azure Data Factory into Azure Synapse Analytics
- Transformation of unstructured ingested data using python in Azure Databricks
- Support in developing BI reports using PowerBI

Project 3: (Chatbot) – Company 3 [$350M total revenue, 2018-2019]
- Implemented UX principles in the current design to enhance its functionality
- Created an interactive front-end prototype for the chatbot admin portal using Adobe XD tool
- Designed the complete front-end prototype from scratch using HTML5, Sass and JavaScript

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Intern – AT&T, Noida
May 2018 – July 2018

Stack Overflow Question Recommender (Data Mining Project) [Github]

Project Based Internship, developed a Question Recommender for Stack Overflow:
- Core framework was based on **data mining** using Jaccard's Index implemented in **Python**
- Sample dataset imported from **Kaggle**
- **Front-end UI** of the windows application was developed using **TKinter**

Freelance Projects
- Curry Master Race Gaming Clan [Live]
- Computer Society of India's Amity student branch website [Live]
- Life Calendar [Live]

SKILLS / TOOLS
- **Certifications:** Microsoft Certified Azure Data Engineer Associate [H310-2626], Scrum Fundamentals Certified [663407]
- **Languages:** Python3, Flask, C, C++, JavaScript, TypeScript
- **Web:** HTML5, CSS3, Flexbox, CSS Grid, Vanilla Extract, Bootstrap4, Sass/Scss, BEM, React, Storybooks
- **UI/UX:** UI Prototyping, Site mapping, Adobe XD, Photoshop, Illustrator, Figma, Wireframe.cc, Framer, UXPin, UserTesting, Protopie
- **Database:** MS SQL Server, MySQL, PostgreSQL
- **Tools:** VS Code, Dreamweaver, SQL Server Management Studio, Azure Data Studio, PowerBI, PowerBI Online, Microsoft Storage Explorer, PyCharm, Android Studio
- **Cloud Services: Azure -** Data Factory V2, SQL Database, Synapse Analytics, Databricks, Data Lake Storage Gen2, Storage Blob, Logic Apps, App Services, Automation Accounts, Templates. **AWS —** Amplify CI/CD, Lambda, EC2, s3, CloudFront, Certificate Manager, Elastic Load Balancer, Route53 – Hosted Zone, API Gateway, QuickSight, IAM, RDS.
- **Skills:** UI/UX Design, Web Design, Frontend development, Design Thinking, Data Analysis, ETL, ELT, Data Modelling, Data mining, Data Cleaning, Optimizing Data Ingestion, Developing Data Governance, Compliance and Quality models.
- **Soft Skills:** Effective communication, Earn Trust, High Emotional Quotient, Strong Integrity, Ownership, Strategic Thinking, Mentoring, People Management, Delegation, Mediation, Conflict resolution.

EDUCATION

Bachelor of Technology (Computer Science & Engineering)	Amity University Uttar Pradesh	2015-2019
XII Education (PCM+CS)	Delhi Public School Dwarka	2013-2015
X Education	Delhi Public School Dwarka	2001-2013

NOTABLE ACHIEVEMENTS
- **Mentored an Intern at Amazon**, **providing guidance & ensuring growth** in both professional and skill capacity
- Awarded "**Star Performer (Employee of the Month)**" for the month of **February 2020 at Insight(Formerly Hanu Software)**
- Received the title of **'Computer-Whiz kid'** from **Delhi Public School Dwarka** at Farwell of batch 2015
- Received the award of **'Highest Committed Student Branch Activist'** from **Computer Society of India** at CSI annual Convention 2018
- **President[2019-2018], Vice President[2018-2017] & Publicity Coordinator [2017-2016]** for Computer Society of India Amity Student Branch. Responsible for **overseeing all the operations of CSI Amity Student Branch**, generate interest and get students enrolled as members of the branch [**Got 200+ new members**].
- **Event Head** in the Tech club [C.O.R.E] of Delhi Public School Dwarka, was responsible for organizing a **3-day event with more than 600 participants**