

JASKIRAT SINGH OBEROI

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PROFESSIONAL SUMMARY

As a results-oriented Design Technologist with 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: 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 **JavaScript, Pug, jQuery, SCSS, and Atomic Design**

Project: Internal Design System contributions – 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**)
- 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: 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

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](#)]

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

TECHNIQUES / 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, Figma, Wireframe.cc, Framer
- **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, Data Analysis, ETL, ELT, Data Modelling, Data mining, Data Cleaning, Optimizing Data Ingestion, Developing Data Governance, Compliance and Quality models

ACHIEVEMENTS

- Awarded **"Star Performer (Employee of the Month)"** for the month of **February 2020 at 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 150+ 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**