

Ashish Mishra

📞 8220574074 ✉ ash8032@gmail.com 🔗 [linkedin.com/in/ashish27mishra/](https://www.linkedin.com/in/ashish27mishra/) 🐙 github.com/Mr-Ashish

Summary

Senior Software Engineer — React, Node.js, AWS — Scalable SaaS Solutions

Experienced software engineer with **6+ years** of expertise in **Front-end development, cloud architecture, and automation**. Proven track record of building **scalable SaaS products**, leading development teams, and improving system efficiency. Passionate about reducing **tech debt, optimizing costs, and enhancing customer experience** through data-driven solutions.

Experience

Xto10x Technologies

Apr 2022 – Present

Senior Software Engineer

React, Javascript, Typescript, NodeJs, AWS, NextJs, SQL, OpenAi, Serverless

- Led end-to-end development of multiple product features, from planning and execution to production deployment. Mentored junior developers by providing technical guidance, reviewing code, and assigning tasks, resulting in improved code quality and a 30% faster development cycle.
- Integrated five SaaS tools into a unified microfrontend architecture, enhancing client demo experience and improving deal conversion rates.
- Identified recurring customer support queries and automated responses using interactive data dashboards and scripts, making information easily accessible to the CS team. This reduced developer intervention by 35 hours per month, decreased CS response time, and empowered agents with self-service capabilities.
- Migrated analytics from GA4 to Mixpanel, enhancing visibility into user behavior, performance trends, and feature adoption, leading to data-driven decision-making.
- Developed personalized benchmarks to optimize product utilization, improving onboarding efficiency and driving a measurable increase in monthly active subscriptions.
- Reduced technical debt by optimizing alerting mechanisms for critical inputs and consolidating alert channels, enhancing system stability and response efficiency.
- Integrated multiple HRIS systems and standardized onboarding, reducing manual effort for CS and Tech teams while improving customer satisfaction and operational efficiency.
- Migrated legacy UI component library to a cost-effective solution, saving over \$1,000 in recurring expenses and simplifying development workflows, reducing developer effort.

Xto10x Technologies

Jan 2020 – Mar 2022

Software Engineer

React, Javascript, NodeJs, AWS, NextJs, SQL, Serverless

- Developed and managed the OKR tool, a key revenue driver, improving goal tracking for 200+ companies and significantly boosting product adoption.
- Built an engagement SaaS tool adopted by 200+ companies, doubling revenue within 12 months by improving user engagement and retention.
- Designed and developed 'Helix,' an internal tool that reduced on-call workload by 50%, improving CS team efficiency and response times.
- Built interactive analytical dashboards using Metabase, streamlining reporting and enabling teams to generate actionable insights 3x faster within six months.
- Automated client analytics integration via Metabase, enhancing real-time reporting and improving customer satisfaction and trust.
- Migrated the marketing website from WordPress to Storyblok, reducing infrastructure costs by 40% and eliminating the need for external PHP developers, cutting outsourcing expenses.
- Created reusable frontend components with Bit and Storybook, cutting development time by 30% across five key projects and improving consistency in UI development.
- Led the technical initiative to launch engagement surveys for 200+ companies, optimizing onboarding and marketing, resulting in the largest customer engagement benchmark dataset.
- Implemented a unified authentication module with AWS Amplify, integrating all modules and streamlining authentication management, reducing developer effort.

HashedIn by Deloitte

Software Engineer

Feb 2018 – Jan 2020

React, React Native, AWS, SQL, Redis, Java, Spring Boot

- Developed core features of RdbTools (now RedisInsights), a high-performance database management tool later acquired by Redis Labs for its strong use case and revenue potential.
- Led multiple proof-of-concept (PoC) projects, including data analytics and ETL systems, for enterprise clients such as Ford and Redis Labs, demonstrating technical feasibility and business value.

Certifications

AWS Certified Solutions Architect Associate

2022

Technical Skills

Programming Languages: JavaScript, TypeScript, Node.js, Java, SQL

Frontend: React.js, Next.js, React-native

Backend & Databases: AWS Lambda, Serverless, Redis, PostgreSQL

Data & Analytics: Mixpanel, Metabase, GA4

Cloud & DevOps: AWS (Amplify, S3, DynamoDB, Lambda, Step Functions), Serverless Framework

Other Tools: GitHub, Jira, Storyblok, Wordpress, Storybook, Bit

Education

SRM University

Bachelors of Electronics and Communications (GPA: 8.2)

2018

Chennai, Tamil Nadu