

Rajesh Kumar Reddy Avula

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EDUCATION

Indiana University | Luddy School of Informatics, Computing, and Engineering Bloomington, IN
Master of Science in Computer Science, CGPA: 3.84/4.00 May 2025

B.M.S Institute of Technology and Management Bengaluru, India
Bachelor of Science in Information Science and Engineering CGPA: 3.50/4.00 Aug 2021

EXPERIENCE

Graduate Teaching Assistant Aug 2023 – present
Indiana University Bloomington Bloomington, IN

- Led lab sessions in software engineering, emphasizing UI/UX principles, responsive design, and clean code practices.
- Assisted students to debug front-end logic and improve performance in React-based projects. Conducted review sessions on component-based architecture and client-server interaction fundamentals.

Software Engineer Aug 2021 – June 2023
Oracle Bengaluru, India

- Built, tested, and maintained scalable SaaS marketing solutions using Oracle Marketing Cloud. Conducted in-depth campaign analysis using Oracle Marketing Cloud, optimizing email initiatives by analyzing over 5,000 data points.
- Partnered with UX designers to develop and optimize user interfaces for campaign management tools. Implemented A/B Testing, STO, and multivariate testing with strong attention to usability, accessibility, and mobile responsiveness.
- Planned project timelines, managed milestones, executed projects under tight deadlines, and facilitated client services. Used Git, RESTful APIs, and client-focused service delivery in fast-paced product environments.

UI Engineer Intern Jan 2021 – May 2021
Evertz Bengaluru, India

- Worked on Vue.js to establish and manage end-user interactions.
- Applied component-based design patterns, ensuring reusability and consistent branding across views. Engineered web pages using object-oriented design patterns and widgets.
- Gained knowledge of broadcasting concepts through working on the company website.

PROJECTS

Recipe Book App (Savory Stories) | *React Native, firebase, firestore, Expo, Camera API* Aug 2024 – Dec 2024

- Built a responsive mobile app using React Native and Firebase for recipe browsing and submission with camera upload, authentication, and personalized filters.
- Integrated Spoonacular REST API, managed app-wide state, ensured accessibility, and maintained version control via Git.

Reddit Comments to Post Relevance Analysis | *Python, LDA, LSTM, GPT, BERT*, Jan 2024 – May 2024

- Developed a system to classify the relevance of Reddit comments to posts on a scale of 1 to 5, with 5 being the most relevant. Pre-processed data by removing irrelevant comments, URLs, emojis, and special characters.
- Used TF-IDF vectorization for post titles and comments to generate embeddings. Developed a custom relevance metric that incorporates user engagement factors, cluster coherence, semantic similarity, and comment polarity for accurate ratings.
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Apartments Management System (Rentr) | *React, MongoDB, Netlify, Git* Aug 2023 – Dec 2023

- Developed and deployed a cloud-hosted rental listing app with clean, user-centric UI/UX for property search and chat features. Implemented secure third-party authentication, mobile-first design, and responsive components using Material UI.
- Applied SASS, responsive layout techniques, and modular React components for a clean UI. Built using HTML, CSS, JavaScript, React, Node.js, and MongoDB to streamline property searches and enhance user experience.

TECHNICAL SKILLS

Languages: Java, Python, C/C++, SQL (Postgres), JavaScript, HTML/CSS, R

Frameworks and Libraries: React, Node.js, Material UI, Vue.js, JUnit, WordPress, Material-UI, pandas, NumPy, Matplotlib

Developer Tools: Git, Docker, Google Cloud Platform, Visual Studio, PyCharm, Eclipse, Android Studio, Xcode

Others: Oracle Responsys, Postman, Photoshop, Dream Viewer, Netlify, Mango DB, Microsoft Excel, Power BI

Oracle Cerifications: Java SE 8 Associate Programmer, Database SQL Certified Associate, Responsys Marketing Platform, Java Explorer Badge