Sasi Kumar Yanapu

Software Engineer

Engineer with a strong focus on building high-performance web applications using **React** , **Next.js** , and **Redux Toolkit** . Experienced in optimizing **page load times** , implementing **performance-driven architectures** , and delivering fast, reliable user experiences at scale. Writes clean, maintainable code aligned with long-term business and product goals.

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WORK EXPERIENCE

Software Engineer
Neoscript Technologies

01/2024 - Present   *Banglore,India*
IT Services and IT Consulting

Achievements/Tasks

- Faced with a complex frontend challenge for a marketing analytics platform requiring attribution analytics and event tracking, designed a scalable UI using **React** , **Next.js** , and advanced **state management** techniques to handle intricate **data visualization** and dynamic user interactions effectively.

- Addressed maintainability and duplication by building **reusable components** and **custom React hooks** , leading to a cleaner, modular, and easily scalable codebase.

- Resolved performance bottlenecks from complex state management by implementing **Redux Toolkit** , streamlining data flow and significantly improving application responsiveness.

- Improved cross-device user experience by building a **responsive** , **accessible** interface with **Material-UI** , significantly boosting usability and user engagement.

Software Engineer
Dreamhyre

03/2023 - 12/2023   *Vishakpatnam,India*
The pioneer of cutting-edge FullStack software solutions

Achievements/Tasks

- To address the need for scalable and maintainable software, pioneered cutting-edge full-stack solutions using modular design and modern frameworks, which accelerated feature delivery and simplified future enhancements.

- Tackled duplicated code and inconsistent UI by developing **modular React components**, enhancing **reusability**, reducing redundancy, and ensuring a consistent user experience.

EDUCATION

Bachelor's of Technology
Avanthi Institute of Engineering and Technology (JNTUK)

08/2019 - 05/2023   *Vizianagaram, Andhra Pradesh*

Courses

- Computer Science Engineering

SKILLS

`Next.JS` `React` `Node.js` `Express.js` `Typescript` `Javascript` `MongoDB` `MySQL` `Redux Toolkit` `Styled-Components` `Git` `Docker` `HTML` `CSS` `MUI`

PROJECTS

National Cooperative Exports Limited (NCEL) E-Procurement (06/2025 - Present)

- Led 70% frontend development using React.js and Material-UI, while contributing 30% to backend API development with Node.js/Express, ensuring seamless data flow and integration.

- Designed and implemented a library of reusable UI components including dynamic forms, steppers, and tab navigation, reducing development time by 40% and ensuring consistent user experience.

- Enhanced application performance by 35% through efficient API integrations, state management, and responsive design implementation across all device types.

Flockwise (09/2024 - 03/2025)

- Developed a marketing analytics platform for attribution analytics and event tracking, using Next.js for the frontend and Redux Toolkit for efficient state management

- Implemented two primary data flows: one for direct site visits and another for users arriving via ads from platforms like Facebook and Google

- Leveraged event data to calculate key business metrics including revenue, total orders, total ad spend, total sessions, CPA (Cost Per Acquisition), and ROAS (Return on Ad Spend), enabling clients to optimize their marketing strategies

LANGUAGES

English
Professional Working Proficiency

Hindi
Full Professional Proficiency

Telugu
Native or Bilingual Proficiency

INTERESTS

`Web Development` `DevOps` `Cloud Computing`