Siddhant Misra

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WORK EXPERIENCE

Inhance Digital   Oct. 2020 – Nov 2023
Full Stack Engineer / Product Manager   Los Angeles, CA

- Led the product design and development of a First Responder application, enhancing the triage process for emergency responders, achieving a 30% reduction in manual triaging.
- Conducted user research and gathered feedback to inform the development of features, ensuring multiple apps meet user needs and improved the overall UI/UX which in turn reduced the overall budget by 20%.
- Collaborated with design, engineering, and support teams to deliver cohesive product updates and ensure successful launches development, launches based on GCP based data platforms.
- Utilized data analytics to measure application performance and inform product decisions, resulting in a 60% improvement in loading speed and a 32% reduction in media asset management overhead.
- Authored technical documentation and proof of concepts to effectively communicate product requirements and features to stakeholders.

Creating Margin   Dec. 2019 – Apr. 2020
Web Developer   Boise, ID

- Revamped the company's website, implementing a user-friendly interface and improving performance, contributing to a 25% increase in client acquisition and revenue growth.
- Optimized website architecture and content, designing and implementing SEO-friendly features such as login APIs and user authentication systems, which significantly improved search engine rankings, user engagement, and overall site performance.
- Provided data-driven recommendations using GTM and Google Analytics to stakeholders, enhancing decision-making processes and driving product improvements.
- Conducted thorough assessments of vendors to identify the best partners based on business impact and available resources. Negotiated favorable deals that aligned with project goals, resulting in a 20% reduction in hosting expenses.

Pantsuit Professionals   Mar. 2018 - Nov. 2018
Product Engineer   NYC, NY

- Feature Development: Developed features and functionalities for a job board and e-commerce platform, ensuring seamless UI/UX and integration with Mailchimp for newsletters and payment gateways.
- Implemented strategies that reduced load times by 30% and increased website traffic by 20%.

The Peach Studio   Jun. 2016 - Jul. 2017
Software Developer   Chennai, TN, India

- Gathered user feedback and analyzed website traffic data to identify improvement areas, leading to a 60% increase in traffic through prioritized feature development.
- Designed and implemented website features, login APIs, and user authentication systems.

EDUCATION

New York Institute of Technology   May 2019
Masters of Science (Computer Science)   NYC, NY

PROJECTS

- Restaurant maps (React, NextJS, Typescript, LeafletJS, TailwindCSS, SASS, GoogleSheetsAPI)
- Money Savings API (NodeJS, Express, MongoDB, Mongoose)
  Created a REST API with NodeJS, Express, & MongoDB, implementing secure user authentication & verification, facilitating efficient savings tracking.