

# Snehitha Reddy Vemireddy

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## WORK EXPERIENCE

### Amazon; Seattle, WA: Software Development Engineer

May 2022 – Present

- Developed crucial components for Amazon's "Pre-Launch Analysis Insights for Demand Engineering" team, creating **cutting-edge software** and technologies for accurate demand forecasting, pricing simulations, and conjoint analysis of over **50** new Amazon devices.
- Implemented **Java, Spring Boot, React.js**, and **Jest** to deliver a comprehensive end-to-end feature, enabling seamless archiving and retrieval of more than **100** customer choice simulations.
- Spearheaded a **Java**-based initiative, integrating customer preference heterogeneity by leveraging observable characteristics, resulting in enhanced product feature preferences for a diverse customer base.
- Optimized the calibration process of conjoint analysis runs by over **80%** through a project utilizing **Java, Spring Boot, React.js, Jest**, and **Typescript**, streamlining the analysis process and improving overall efficiency.
- Responded promptly to on-call duties, ensuring seamless operation and quick resolution of critical issues related to Amazon's PLAIDE softwares, providing support to the team and maintaining **system reliability 24/7**.

## EDUCATION

### Master's of Engineering in Computer Science

2021 - 2022

University of Cincinnati, Cincinnati, OH

3.82 GPA

### Bachelor of Technology in Computer Science

2017 - 2021

Gokaraju Rangaraju Institute of Engineering and Technology, Hyderabad, India

9.3/10 GPA

**Courses:** Advanced Algorithms, Data Structures & Algorithms, Object Oriented Programming, Database Management Systems, Advanced DataStructures, Operating Systems

## TECHNICAL SKILLS

**Programming Languages & Backend:** Java, Spring Boot, Python, Bash, Node.js, Express.js

**Frontend & Web Technologies:** React.JS, TypeScript, JavaScript, HTML, CSS, Redux, Angular, Vue.js, Websockets

**Testing & Quality Assurance:** Junit, Mockito, Jest, React Testing Library, Automation Testing with Selenium and Cypress

**Cloud & DevOps:** AWS, Microsoft Azure, DynamoDB, RedShift, Git, Docker, Kubernetes, CI/CD with Jenkins and Travis CI

## PROJECTS

### Culinary Delights: Recipe Finder, *Personal project*

Spring 2022

- Developed a user-friendly recipe discovery platform, "Culinary Delights," using **React.js, Node.js**, and the **Spoonacular API**, empowering users to explore a diverse range of recipes based on ingredients or dietary preferences.
- Utilized **Axios** to fetch recipe data from the **Spoonacular API** and **rendered** it on the **frontend** using **React** components, providing rich recipe details, including cooking instructions and nutritional information.
- Implemented **user authentication** and stored favorite recipes using **Firebase**, allowing users to save and revisit their preferred recipes for future reference.

### MelodySage: Music Recommender System, *Personal project*

Spring 2022

- Developed a music recommender system, "MelodySage," utilizing **Python** and collaborative filtering techniques like **Singular Value Decomposition (SVD)** and **Alternating Least Squares (ALS)** to suggest personalized playlists based on user listening history and preferences.
- Integrated with the **Last.fm API** to fetch user data and analyzed it using **Pandas** and **NumPy** to build user-item matrices for efficient recommendation computations.
- Implemented a user-friendly **web interface** with **Flask**, allowing users to explore music recommendations and provide feedback, further **enhancing the system's accuracy** through **user interactions**.

### WeatherWatch: Real-Time Weather App, *Personal project*

Fall 2021

- Crafted a dynamic weather app, "WeatherWatch," using **React.js, Redux**, and the **OpenWeatherMap API** to display real-time weather information for specified locations worldwide.
- Leveraged **Geolocation** to obtain users' current location and fetched weather data through the **OpenWeatherMap API**, updating the UI in real-time with weather conditions, temperature, humidity, and wind speed.
- Integrated **Chart.js** to graphically visualize weather trends, and employed **Material-UI** for an **enhanced user interface** and smooth **user experience** across different devices.

## EXTRACURRICULAR

- Actively participated in online coding competitions and hackathons to sharpen technical skills and problem-solving abilities.