

ASTHA SINGH THAKUR

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EDUCATION

University of Texas at Dallas | Master of Science, Computer Science | GPA: **3.7/4**

Dec 2023

SKILLS

Backend: Python, Java, C, C++, Spring Boot, Maven, PHP, Node.js, JDBC, Postman, Google Cloud

Database: MySQL, MS SQL, Google BigQuery

ML: Python, R, TensorFlow, PyTorch, MATLAB

Frontend: HTML, CSS, JavaScript, React, Bootstrap, Figma

Methodologies: SDLC, Agile, Waterfall, Scrum

Conceptual: Data Structures & Algorithm, OOP, MVC, CRUD, Design Patterns, API Automation, DBMS, UML

PROFESSIONAL EXPERIENCE

Lead Full Stack Developer, Think Round Inc

Jun 2023 - Present

- **Revamped tech stack** (Python, JavaScript, Node.js, React, HTML, CSS) & **website migration from Squarespace to GitHub & Docker**, boosting performance by 10% & user engagement by 15%
- **Established tech team** for development of website & analytics, streamlining the workflow
- **Increased website traffic** to 7K impressions, achieving a 400% rise in followership and a 50% guest conversion rate

Developer, HotelKey

Feb 2023 - May 2023

- **Automated Postman API collections** for clients, including **Hilton & Red Roof**, using JavaScript, transitioning from manual to automated testing of the Property Management System, which **increased testing efficiency by 90%**
- **Designed front-end web app UI/UX in Figma**, achieving a 20% increase in user satisfaction through usability testing
- Optimized SQL databases to reduce data processing errors and used Jira & Confluence for project management

Developer & Assistant Manager, Angel One Ltd. (formerly Angel Broking Ltd.)

Sep 2021 - Dec 2021

- Led team in projecting incentives for contest campaigns, resulting in a **~14% month-on-month surge in client acquisition**
- Developed predictive financial algorithms leading to a **15% boost in ROI** using GCP's BigQuery, ML with R & Python
- Analyzed campaigns, resulting in 20% enhancement of the decision-making efficiency, using Google Data Studio
- **Revamped the NPS rating system**, securing a 25% rise in customer satisfaction, and implemented targeted incentives for a 30% upswing in customer participation in survey journeys and contests

Senior Developer, Cartesian Consulting

Jun 2019 - Jul 2021

- Scaled Fortune 500 brands (**Retail: Vero Moda, Jack & Jones, ONLY, Selected, Titan; QSR: McDonald's**) using CRM analytics and targeted campaigns, generating **20M INR (~\$275K) in monthly incremental sales**
- Achieved a **perfect 10 NPS rating** & drove a **6-7% increase in monthly revenue** by utilizing A/B testing, cross-sell strategies, market basket analysis, & customer segmentation
- Built ML models including Linear & Logistic Regression, XGBoost, & Naïve Bayes, using R, Python, SQL, & advanced Excel
- Boosted digital presence & **personalized recommendations** for a Fortune 100 QSR using Cosine Similarity algorithm

PROJECTS

AutoGrader

Feb 2023 - May 2023

- Robust code evaluation system, efficiently assesses code submissions for an entire class of students by utilizing test cases to provide pass/fail outcomes, calculate pass %, & streamline the grading workflow for teaching assistants

Symphony Band Management System

Jun 2022 - Aug 2022

- Utilized Java, Spring Boot, Maven, JDBC, MySQL, HTML, CSS, and JavaScript to efficiently manage customer requests, concert scheduling, and employee management

SearchLite - Web Search Engine

Jun 2022 - Aug 2022

- Developed a web search engine leveraging JavaScript, React, and Python, featuring a seamless & intuitive search experience with a React-based front-end and dynamic functionality driven by JavaScript

ACHIEVEMENTS

Employee of the Month - Nov 2021 - Angel One Ltd. (formerly Angel Broking Ltd.)

- Recognized for outstanding performance

'More than expected' Award - Jun 2021 - Cartesian Consulting

- Awarded for creating the Bestseller Life Document, providing a comprehensive view of the business

'Extra Mile' Award - Jan 2021 - Cartesian Consulting

- Acknowledged for exceptional performance & significant contributions to the organization