ASTHA SINGH THAKUR

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EDUCATION

University of Texas at Dallas | MS, Computer Science | GPA: **3.7/4** — Dec 2023
University of Mumbai, KJ Somaiya College of Engg | BTech, Electronics & Telecommunication | GPA: **8.2/10** — May 2019

SKILLS

GenAI/AI: OpenAI API, LangChain, RAG, Embeddings, Prompts, LLM Agents, NLP, TensorFlow, PyTorch, Fetch.ai, MLflow
Analytics: Predictive Analytics, Customer Segmentation, A/B Testing, Campaign Performance Analysis, ROI Optimization
Database: PostgreSQL, MySQL, Google BigQuery, Cosmos DB, MS SQL
Cloud Computing: Google Cloud Platform (GCP), Azure
Backend: Python, Flask, FastAPI, Java, Node.js, Spring Boot, Postman
Frontend: React, JavaScript, HTML/CSS, Bootstrap, Streamlit, Figma
Infra, Tools & Methodologies: Docker, Git, Jira, Confluence, SDLC, Agile, Waterfall, Scrum

PROFESSIONAL EXPERIENCE

Founding Engineer, Idea by Design| Wilmington, DE, US (Remote) — Jan 2025 - Present
- Building backend & frontend for a recruiter-friendly GenAI app leveraging OpenAI's GPT-4 & embeddings for candidate-job matching using RAG pipelines & LLM agents
- Designed & deployed end-to-end pipelines with React frontend, FastAPI backend, & Cosmos DB; enabled async agent workflows for resume parsing, ranking, & job outreach
- Developed prompt workflows & feedback loops to refine LLM-generated recommendations

Tech Lead, Think Round Inc | San Francisco, CA, US — Jun 2023 - Jan 2025
- Revamped tech stack & migrated site to GitHub/Docker, boosting performance by 10% and engagement by 15%
- Led 10 devs through agile sprints and streamlined onboarding with Docker, increasing productivity by 25
- Executed social media campaigns with 80% engagement and 7K impressions, driving significant site traffic

Analyst, HotelKey| Carrollton, TX, US (Full time co-op internship) — Feb 2023 - May 2023
- Automated API test suites in Postman using JavaScript for enterprise clients like Hilton & Red Roof, improving test coverage & reliability across Property Management System modules 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 & used Jira & Confluence for project management

Assistant Manager (Data Science & Analytics), Angel One Ltd. | Mumbai, MH, IN — 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 NPS system, boosting satisfaction by 25% & survey participation by 30% via targeted incentives

Senior Analyst, Cartesian Consulting | Mumbai, MH, IN — Jun 2019 - Jul 2021
- Scaled Fortune 500 brands (Retail: Vero Moda, Jack & Jones, ONLY, Selected, Titan; QSR: McDonald's) using CRM analytics & 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

Fetch Compare Build – Top 3 in the Hack for Social Impact hackathon - Terner Institute Challenge — Nov 2024
- Built NLP app with Fetch.ai agents for cross-jurisdiction code comparison using RAG-style retrieval
- Integrated LLM-based summarization in Python; deployed via Streamlit & PostgreSQL

ACHIEVEMENTS

- **Employee of the Month - Nov 2021 - Angel One Ltd.** - Recognized for outstanding performance
- **'More than expected' Award - Jun 2021 - Cartesian Consulting** - For providing a comprehensive view of the business
- **'Extra Mile' Award - Jan 2021 - Cartesian Consulting** - Acknowledged for exceptional performance