Tiya Verma

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TECHNICAL SKILLS

Languages & Libraries: Java, JavaScript, Python, R, HTML/CSS, C, Swift, Pandas, NumPy, PyTorch, Scikit-learn, Three.js, React Three Fiber, Web3.js

Developer Tools & Frameworks: React, React Native, Node.js, Git, Docker, Google Cloud Platform, Visual Studio Code, PyCharm, IntelliJ, Eclipse, npm, Vite, Tailwind CSS, MS Office 365

Design & Prototyping Tools: Figma, Adobe Photoshop, Procreate, Blender, Adobe Illustrator, Adobe After Effects, Final Cut Pro

WORK EXPERIENCE

E - Commerce Business Manager — Aug 2024 – Present
Etsy - Print on Demand

- Managed end-to-end e-commerce operations for my Etsy store, achieving 100% customer satisfaction rating and processing 70-90 orders monthly.
- Developed and executed digital marketing strategies including SEO optimization, social media promotion, and targeted advertising campaigns resulting in 50% increase in store visibility.
- Created comprehensive product listings with Unique Designs following the market trends.
- Analyzed sales data and customer feedback to identify demand characteristics and optimize product offerings.

Technical Design & Support Specialist — May 2024 – Sept 2024
BetterGyms — Delhi, India

- Designed and developed technical solutions and visual assets for social media marketing campaigns, improving client engagement rates by 27% across multiple platforms.
- Implemented and maintained CRM systems and analytics dashboards, streamlining client communication workflows and campaign performance tracking.
- Created user guides for marketing automations, reducing client onboarding time by 35%.

Co - Founder & Member — Dec 2020 – Present
Kudrat - NGO — Ghaziabad, India

- Co-founded non-profit organization focused on education and empowerment initiatives for underprivileged girls and women in marginalized communities.
- Contributed to educational programs and skill development workshops across 3 cities over 2+ years.
- Managed program evaluation and impact assessment, ensuring effective resource allocation and measurable outcomes for target schools.

PROJECTS

Personal Profile | *Three.js, React Three Fiber, JavaScript, HTML, CSS* — May 2025 – Present

- Developed an interactive 3D portfolio website using Three.js and React Three Fiber, demonstrating advanced web graphics capabilities and modern JavaScript frameworks.
- Implemented smooth orbital controls, dynamic lighting effects, and realistic materials/textures for immersive user experience across devices.
- Used Blender to design the 3D models with immersive lighting and camera placements.
- Implemented dynamic user interaction to manipulate and navigate 3D models independently.

Delusion | NFT | *Solidity, Ethereum, Web3.js, HTML, CSS, JavaScript, Procreate* — June 2022 – Sept 2022

- Designed a psychedelic themed digital artwork for NFT collection as assets for blockchain deployment.
- Developed ERC-721 smart contracts on Ethereum mainnet, implementing secure minting functionality and ownership transfer mechanisms.
- Implemented gas-optimized contract architecture with batch minting capabilities.
- Developed royalty distribution systems for secondary sales.

EDUCATION

The University of British Columbia — Vancouver, BC
Bachelor of Arts — *Sept 2024 - Present*