

Urv Patel

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PROFESSIONAL SUMMARY

Full-Stack Developer with 4+ years of experience building scalable web applications, specializing in Ruby on Rails and modern JavaScript frameworks. Proficient in RESTful API development, PostgreSQL, and cloud-native architecture. Proven track record of optimizing database performance by 30%+, implementing efficient background job processing with Sidekiq/Redis, and collaborating cross-functionally in Agile environments. Passionate about backend engineering, and system reliability. Hold experience on handful of data analysis projects as part of my self-learning and freelancing tenure.

TECHNICAL EXPERTISE

Ruby on Rails | Python | JavaScript | PostgreSQL | RSpec | AWS | Kubernetes | Agile (Jira)

- **Backend Development:** Ruby on Rails, PostgreSQL, REST/GraphQL, APIs, RSpec, ActiveRecord
- **Languages:** Ruby, Python, JavaScript, SQL
- **DevOps & Cloud:** AWS (EC2, S3), Kubernetes, GitHub Actions, CI/CD
- **Tools:** Sidekiq/Redis, Jest, Agile (Jira), Figma
- **Project Management:** Jira, Agile/Scrum Methodologies, Confluence, Trello, Team Leadership, Sprint Planning
- **Development Tools:** ESLint, Prettier, NPM, VS Code, Postman, Figma
- **Concepts:** MVC Architecture, Relational Databases, API Design, Performance, Role Based Access Systems, Multitenancy
- **Analytics:** Statistical Analysis, Dashboards and Reporting Tableau, Google Data Studio (Looker Studio), Google Analytics 4, Facebook Pixel, Adobe Analytics, GTM, Content Marketing

PROFESSIONAL EXPERIENCE

Fiverr, Remote, Canada

Freelancer

August 2023 - Current

- Delivered end-to-end web applications for 10+ international clients using Ruby on Rails, integrating third-party APIs, managing PostgreSQL databases, and deploying on AWS and Heroku environments.
- Developed and maintained scalable backend architectures using RESTful APIs and GraphQL, incorporating background job processing with Sidekiq and Redis to enhance performance.
- Followed TDD principles using RSpec to ensure code reliability, achieving consistent test coverage above 85% for client deliverables.
- Implemented customer segmentation analysis using RFM modelling in Python, enabling targeted marketing efforts that drove an 18% increase in customer retention over 12 months.
- Conducted in-depth analysis of promotional campaigns, identifying key drivers of customer engagement, resulting in a 24% increase in campaign ROI within six months.
- Identified cross-selling opportunities by analyzing historical sales data, leading to a 10% increase in the average order value.
- Developed comprehensive visualizations in Power BI and Looker Studio to track Key Performance Indicators, enabling the executive team to identify and address performance gaps.

iAppStack Solutions, India**August 2020 – November 2021***Jr. Web Developer*

- Architected and maintained Ruby on Rails applications following RESTful principles, implementing complex business logic using ActiveRecord for efficient database interactions with PostgreSQL.
- Developed and maintained backend APIs using Ruby on Rails that processed 500+ requests per minute, optimizing database queries for 30% performance improvement.
- Implemented background job processing with Sidekiq and Redis for handling asynchronous tasks, reducing application response time by 40% for resource-intensive operations.
- Created comprehensive test suites using RSpec for models, controllers, and services, maintaining 85%+ code coverage to ensure application reliability.
- Integrated React/Next.js frontends with Rails backend APIs, creating seamless data flow between client and server for 10+ enterprise applications.
- Established CI/CD pipelines using GitHub Actions, AWS services (EC2, S3) and Kubernetes for containerized deployments, ensuring continuous delivery and system reliability.
- Participated in Agile development processes using Jira, delivering features in 2-week sprints while maintaining code quality through regular code reviews and pair programming.

Tagline Infotech, India**Feb 2020 - July 2020***Software Developer Intern*

- Built RESTful APIs using Ruby on Rails and GraphQL, implementing proper authentication and authorization mechanisms while following MVC architecture patterns.
- Optimized database performance by refactoring SQL queries and implementing database indexing strategies, reducing query execution time by 25%.
- Contributed to backend services using Rails ActiveRecord to manage complex data relationships and implement business logic across multiple microservices.
- Developed JavaScript (React.js) components for frontend applications that communicated with Rails backend services, ensuring efficient data transfer and state management.
- Implemented automated testing with RSpec for Rails models and controllers, maintaining high test coverage for critical application components.
- Collaborated on containerized application deployments using Kubernetes for orchestration and AWS for infrastructure, improving system scalability and reliability.
- Resolved complex bugs in production environments, implementing robust error handling and monitoring to enhance application stability.

PROJECTS

Consumer Behavior Analytics | [Link to Tableau](#)

Tableau, Python, K-Means Clustering

- Constructed a comprehensive data story using Tableau to analyze customer data of an e-commerce store, identified pain points and opportunities of improvements using RFM analysis and customer segmentation techniques.

Data Analysis of Individual Internet Usage in Canada | [Link to RPub](#)

R, Naïve Bayes Classification

- Conducted extensive data cleaning, manipulation exploratory data analysis, data visualization and predictive analytics tasks in R.

ACHIEVEMENTS

SQL GOLD BADGE Competitive Programming Platform – Hacker Rank

Python SILVER BADGE Competitive Programming Platform – Hacker Rank

CERTIFICATION

Python Programming Language for Data Science| Udemy

- Explored the use case of libraries such as numpy, pandas, matplotlib, scikit learn, seaborn in python for advance. Exploratory data analysis and machine learning model creation for prediction.

EDUCATION

University of Windsor, Odette School of Business
Gujrat Technological University, Ahmedabad

Master of Management, Business Data Analytics
Bachelor of Engineering, Computer Science