# 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.

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| 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

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| Professional experience |  |

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| Fiverr, Remote, Canada | August 2023 - Current |

### Freelancer

* 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.

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| 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.

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| 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.

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| Projects |  |

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| Consumer Behavior Analytics | [Link to Tableau](https://public.tableau.com/app/profile/urv.patel/viz/CustomerBehaviourAnalysis_16708756936840/Story1) | 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.

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| Data Analysis of Individual Internet Usage in Canada | [Link to RPub](https://rpubs.com/urv_patel/EDA_Predictive_Modelling) | R, Naïve Bayes Classification |

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

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| Achievements |  |

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| SQL | GOLD BADGE | Competitive Programming Platform – Hacker Rank |
| Python | SILVER BADGE | Competitive Programming Platform – Hacker Rank |

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| Certification |  |

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| 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.

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| Education |  |

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| University of Windsor, Odette School of Business | | *Master of Management, Business Data Analytics* |
| Gujrat Technological University, Ahmedabad | *Bachelor of Engineering, Computer Science* | | |