

Mumbai IN 400091
(+91) 9833513135

YUVRAJ I. PATADIA

<https://www.yuvrajpatadia.com>
yuvraj.patadia@gmail.com

EMPLOYMENT

UI Developer (L2)	Media.net	November 2017 - Present
<ul style="list-style-type: none">• Integral role in designing and implementing modules for an ad tech platform, which helps Media.net's campaign manager launch, manage and analyze campaigns to generate higher revenue• Improved performance by 3x by authoring a state management architecture for the service using Vuex and reduced code by 5x by using a configuration driven approach• Implemented a dashboard using ReactJS that aggregated pay per click (PPC) and cost per impression (CPI) for display, search, social media campaigns (Facebook), and native platform (Outbrain, Taboola), enabling publishers to position their ads for the right consumer base leading to a 2x efficiency improvement• Amplified and accelerated the development process for Domain Monetization templates by crafting an automation tool that improved end-user productivity by 66%• Delivered 21 websites with engaging user experience by reducing tech-debt and decreasing load time(-79%), which resulted in increased revenue(+13%)		

EDUCATION

Mumbai, IN	University of Mumbai	August 2013 – May 2017
<ul style="list-style-type: none">• B.E. in Information Technology Engineering, May 2017. GPA: 7.77• Undergraduate Coursework: Computer Graphics and Virtual Reality; Image Processing; Computer Simulation and Modeling; Structured Programming Approach; Object Oriented Programming Methodology.		

TECHNICAL EXPERIENCE

Academic Projects

- **Hand Gesture Recognition for Immersive Gaming (2016 – 2017):** Developed an OpenCV based solution that enabled the users to interact with the game only using the gestures made by their hands to provide a cheaper alternative to the traditional consoles.
- **Electric Usage Recommender (2017):** Used IBM Blue mix to simulate IoT devices that collects data and predicts monthly and annual data usages.
- **Quibble (2016):** Delivered a desktop application that automated the manual process of mapping Internal assessment tests with their course outcomes.

RESEARCH EXPERIENCE

- **Automatic Document Summarization using Sentiment Analysis (2016):**
 - Worked on identifying and extracting essential parts of a document using sentiment analysis to form a coherent summary.
 - Published in ACM through International Conference on Informatics and Analytics Proceedings ([ICIA-16](#)).

ADDITIONAL EXPERIENCE AND AWARDS

- **Second Prize, Topcoder (2020):** Awarded 2nd prize for Static web-pages for authentication flow project, out of 54 participants.
- **Rendering of keys through OpenGL (2015):** Built an OpenGL based virtual keyboard that mimicked keys pressed on an actual keyboard.

Languages and Technologies

- C/C++; Java; JavaScript; Vue; React; HTML; CSS; jQuery; PHP; MySQL
- Visual Studio; OpenCV; OpenGL; Electron; Git; Zeplin; Microsoft SQL Server