# **ABHISHEK SONI**

(+91) 856 286 6085 abhishek@abhisheknotes.com

**EXPERIENCE** 

# **Product Design Intern**

**Paytm** 

June 2019 - Aug 2019

Spending Analysis - New Product

• Ideated and designed the spending analysis feature for the Paytm mobile app in 2 weeks which went live in Paytm mobile app passbook wallet section.

Billion People's Financial and Lifestyle Problems Solution – Reimagining Paytm

- Researched (and redesigned) from scratch what a very inclusive Paytm app would look for a billion Indians financial and lifestyle needs.
- Primary and secondary research (including interviewing multiple personas) and, thorough analysis of google analytics data and meaningful discussions with team, led to concluding research which will significantly impact 500M Paytm users.

#### **Frontend Developer**

#### **Tomorrowing Today**

June 2017 - Aug 2017

- Designed and developed 3 websites, resulting in 100% client satisfaction.
- Good communication and collaboration with clients, lead to better relations and 2 more projects for agency from client's recommendations.

#### **Founder**

#### AmericaHollywood.com

Feb 2014- April 2014

- Built this entertainment website for friends in high school, which reached up to 10k visitors/month.
- SEO and free social marketing lead to the growth which resulted in Alexa website global rank around 50k.

#### **EDUCATION**

## **B Tech (Computer Science)**

**Vivekananda Institute of Technology** 

Aug 2016 - Nov 2020

- Lead and managed 6 volunteers in Gulabi Chaupad Event of College Annual Fest (Panache, 20k event visitors)
- Lead the inter and intra promotion of the event resulting in 5k visitors.
- Organized chess competition and kite flying competition.
- Co-ordinated Poster competition, Blood Donation Camp, and Fest T-Shirts management among others.

#### **TECHNICAL EXPERIENCE**

Relevant Projects (More at abhisheknotes.com)

- Task Manager API: using Node.js and MongoDB with signup, login, user profile, and common task management CRUD and lookup functionality, deployed on Heroku.
- **Chat App:** Realtime chat app using Socket IO library in Node.js, with private rooms and location sharing functionality.
- Weather App: Using Dark Sky API, find out if it's going to be chill or warm (yes, I like it warm as well).

### **Languages and Technologies**

- Proficient: JavaScript (Node.js), Prior Experience/Familiarity: C, C++, Java, and Python.
- NoSQL (MongoDB), SQL (MySQL) & Frontend (HTML, CSS and JS including Bootstrap & WordPress framework)
- Cloud Platforms (GCP, Azure, AWS), GitHub, G-Suite, Visual Studio, and Postman.