Anwesha Deb

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Experience

Yahoo Inc, Santa Monica

Senior Software Engineer, UX Lead, Video Experiences   September 2014 - Present
- Led a team of three, tasked to build engaging video modules used all over the Yahoo network; UX improvements and new feature recommendations increased user engagement by 5% over last quarter.
- Mentored and supervised 3 new college grads on all aspects of coding and team processes; all of them made significant contributions to the team in their first quarter.
- Developed product and engineering roadmaps, fleshed out task allocation and organized the scrum board for a team of ten as the Scrum Master.

Software Engineer - Tech Yahoo, Yahoo Screen   July 2013 - Aug 2014
- Spearheaded the development of 90% of the user facing components for Yahoo's redesigned video site for all three screens (desktop, tablet and smartphone) ; The new site along with its partner sites facilitated a 76% YoY growth in the number of video streams and currently attracts over 65.3 million users per month.
- Was awarded the **Yahoo You Rock Award** for excellence in Q1 2014.

Software Engineer - Intermediate, Yahoo Media Content Experiences   Oct 2012 - June 2013
- Owned development of the article and slideshow experience for Yahoo News, Sports, Finance and other media sites across three screens as part of the core content presentation team leading the redesign of Yahoo News; Yahoo News site today has over 450 million users per month.
- Architected a flexible system for developing custom themes for Yahoo media sites in a mere span of three days; The system was widely adopted by over 5 different media properties within Yahoo.

Software Engineer - Intermediate, Yahoo Media Foundation   July 2011 - Sept 2012
- Built scaleable client and server side, customer and partner facing applications for the Yahoo Publishing Platform empowering 300+ highly trafficked Yahoo Media websites in over 10 different languages.

PLUM Agency, New York City

Web Developer   Jan - July 2011
- Developed new features and maintained the company website. Worked with the art director and the founders to understand their core vision, and then came up with new designs and implemented them.

Interactive Technology Intern   May - August 2010
- Refactored and reengineered the company's existing website and developed a simple lightweight mobile version of the site from scratch.

Education

Columbia University - Masters, Computer Science, New York City   December 2010
Heritage Institute of Technology - Undergrad, Information Technology, Kolkata   July 2009

Skills

Javascript, Node.js, YUI, HTML5, PHP, CSS, SCSS, Java, C, GIT, Photoshop, Scrum, Kanban, MS Office, Keynote.

Interests

Illustrations, typography, photography : http://anweshadebpictures.tumblr.com/