

Avisha Lad

Authorized to work in the U.S. (No sponsorship required)

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PRODUCT-DRIVEN FULL-STACK SOFTWARE ENGINEER

7+ years building scalable web platforms, revenue systems, and data-driven digital products

Product-focused engineer with a Master's in Computer Science and a proven track record of designing, developing, and optimizing high-performance web applications, marketing platforms, and enterprise systems. Experienced in transforming business requirements into intuitive user experiences, automated campaigns, and reliable backend services that increase engagement, conversions, and operational efficiency across startup and enterprise environments.

CORE EXPERTISE

Product & Growth Engineering | Full-Stack Application Development | UX & Design Systems
Data Analytics & Integrations | Agile Delivery | Revenue & Conversion Optimization

PROFESSIONAL EXPERIENCE

PRODUCT & FULL-STACK SOFTWARE ENGINEER

1 Natural Way | Feb 2021 - Present

Owning the design, development, and optimization of a **revenue-driven e-commerce and marketing platform** supporting national health and wellness brands.

- Architected and launched a **Vue.js + Laravel web platform and custom admin portal**, improving user engagement by **35%** and reducing page load time by **20%**.
- Designed **conversion-focused UI/UX flows** using Figma and Adobe XD, increasing customer retention and checkout completion.
- Built **data-driven marketing and campaign systems** integrated with Google Analytics and DOMO, driving a **40% increase in web traffic** and **25% growth in sales conversions**.
- Developed and optimized **PostgreSQL schemas and REST APIs** to power products, subscriptions, orders, and customer data, improving query performance by **30%**.
- Implemented **automated email, SMS, and transactional messaging pipelines** using SendGrid and Twilio, cutting manual operations by **50%** while improving customer experience.
- Created internal **admin dashboards and analytics tools** providing real-time insights into revenue, customer activity, and campaign performance.
- Led **end-to-end SDLC and Agile delivery**, collaborating with marketing, operations, and leadership to rapidly test, deploy, and iterate on new product features.

SOFTWARE ENGINEER

Tata Consultancy Services (TCS) | June 2015 - July 2018

Developed and maintained **mission-critical banking platforms** supporting national payment infrastructure.

- Built Java-based **SFMS transaction systems** for **NEFT and RTGS**, achieving **99.99% uptime** for high-value financial operations.
- Designed secure **REST APIs and IBM WebSphere MQ integrations**, enabling encrypted, real-time communication with the **Reserve Bank of India (RBI)**.
- Optimized **MySQL, Oracle, and SQLite databases**, reducing transaction processing latency by **15%**.
- Implemented **cryptographic security protocols** (public/private key signing, authentication, compliance logging) to meet strict regulatory requirements.
- Performed **continuous API, data, and transaction testing** to ensure system reliability, accuracy, and audit readiness.

TECHNICAL PROFICIENCIES

- **Languages & Frameworks**
PHP (Laravel), Java (Spring Boot), JavaScript (ES6+), Vue.js, HTML5, CSS3
- **Backend & APIs**
RESTful APIs, MVC Architecture, Authentication & Authorization, Web Services, JSON, AJAX
- **Databases & Data**
PostgreSQL, MySQL, SQLite, Oracle, ANSI SQL, Schema Design, Query Optimization
- **Frontend & UX**
Vue.js, Responsive Design, Bootstrap, Figma, Adobe XD, UI Prototyping, Design-to-Code Workflows
- **Analytics & Growth Systems**
Google Analytics, DOMO, Conversion Tracking, Funnel Optimization, Campaign Performance Analytics
- **Messaging & Integrations**
SendGrid, Twilio, Transactional Email, SMS Automation, Third-Party API Integrations
- **Developer Tools & Workflow**
Git, VS Code, Postman, Agile/Scrum, CI/CD Concepts, Cloud-based deployments (AWS/Azure-ready)

AI & CLOUD LEARNING (AMAZON AWS)

- Completed foundational learning in **Generative AI concepts**, including **large language models (LLMs)**, **prompt engineering**, and **AI-powered workflows** in preparation for AWS GenAI certification.
- Explored how **Amazon's cloud-based AI services** can be integrated into **web applications, data pipelines, and customer-facing products**.
- Studied **use cases for GenAI in content generation, automation, customer experience, and analytics**, aligning AI capabilities with **real-world product and business needs**.

EDUCATION & CREDENTIALS

MASTER OF SCIENCE IN COMPUTER SCIENCE | Bowling Green State University (4.0)

2018-2020

BACHELOR OF ENGINEERING IN E. & TELECOM. | Rajiv Gandhi Technical University (3.75)

2011-2015