Ayush Zala

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Profile Summary

Highly motivated and detail-oriented Information and Communication Technology undergraduate with a stellar academic record (CGPA: 9.58) from Pandit Deendayal Energy University. Proficient in MERN stack, JavaScript, and ASP.NET with hands-on experience in full-stack and frontend development through internships at Marwiz Tech Pvt Ltd and Horizontal Digital. At Marwiz, an innovative Snapchat Web App that integrates remote filter selection via mobile devices, enabling real-time filter application and live streaming on Marwiz's digital signage. Successfully executed additional projects, including a CRUD application and an e-commerce platform. Recognized in the top 5% of university students for academic excellence. Enthusiastic about leveraging technical expertise to deliver innovative solutions and contribute to impactful projects in software development and web technologies.

Education

Pandit Deendayal Energy University, B.Tech in Information and Communication Technology   Aug 2020 – May 2024

- CGPA: 9.58/10
- **Coursework:** Computer Architecture, Computer Network, DBMS, ML, AI, OOPS, OS

Edunova Science Higher Secondary School, HSC   June 2019 – March 2020

- Percentage: 77.4
- Science Stream (PCM)

Bright School, SSC   June 2017 – March 2018

- Percentage: 89

Experience

MERN Stack Developer Intern, Marwiz Tech Pvt Ltd – Vadodara   May 2023 – July 2023

- Enhanced Marwiz's digital signage product by developing interactive forms and a comprehensive dashboard, improving content management efficiency by 30%.
- Designed and pioneered a Dynamic Snapchat Web App for digital signage, integrating real-time filter control via remote devices, increasing user engagement by 25%, and delivering this key feature within a tight deadline.
- Enabled live photo capturing with applied filters, driving higher adoption of Marwiz's digital signage product among clients. When filters were switched remotely, the changes were reflected instantly on the digital signage, with latency reduced by 40%, ensuring a seamless user experience.

Software Engineer Intern, Horizontal Digital – Vadodara   Jan 2024 – May 2024

- Spearheaded the development of the Horizontal Training Portal based on fully implemented end-to-end Figma designs, utilizing HTML, SASS, jQuery, and ReactJS to create a visually appealing and user-friendly interface, which resulted in a 25% reduction in development time for key features and a 30% improvement in internal team productivity during testing phases.
- Delivered critical features, including login, signup, and password recovery, ensuring a 98% success rate for user interactions with key functionalities.
- Focused on delivering responsive and user-centric frontend solutions, aligning with industry best practices and receiving 100% positive feedback from internal stakeholders for the final interface design and usability improvements.

Projects

CRUD Application with ASP.NET Web API and MVC

- Designed and engineered robust RESTful APIs using ASP.NET Web API to efficiently handle data operations for a Microsoft SQL Server-based student database, ensuring efficient data retrieval and manipulation.
- Merged APIs into an ASP.NET MVC application to enable seamless Create, Read, Update, and Delete (CRUD)

functionality, ensuring smooth communication between the frontend and backend.
- Achieved an average API latency of 10ms during Postman testing while applying best practices for error handling and data validation to ensure efficient, secure, and robust API interactions.
- Tools Used: ASP.NET Web API, ASP.NET MVC, Microsoft SQL Server, Postman

Currency Converter
- Built a powerful web-based currency converter leveraging a real-time API to fetch exchange rates for 158 countries, providing 99% accuracy in currency conversion rates.
- Incorporated another API to dynamically update country flags, enhancing the user experience with a visually intuitive interface that reflects the selected country in real time.
- Created a fully responsive interface optimized for both desktop and mobile.
- Tools Used: HTML, CSS, JavaScript, API Integration

Excel Generator App
- Developed a web application enabling users to manage and export data in Excel (.xlsx) format with seamless CRUD operations.
- Executed functionality to add, edit, and delete records with all data securely stored in a MongoDB database, using custom APIs implemented with Express.js, achieving an average API response time of 10ms during testing.
- Blended an "Export Excel" feature, allowing users to download the entire dataset in Excel format, improving data-sharing efficiency through an API built with Express.js, optimizing export performance from 70% to 95%.
- Designed a user-friendly interface with React, React Bootstrap, and React Toastify for smooth navigation and an enhanced user experience.
- Ensured smooth data handling and record management with backend integration using Node.js and Express.js.
- Tools Used: MERN Stack, React Boostrap, React Toastify, APIs, Postman

Netflix Clone
- Built a Netflix clone replicating key features and design elements of the popular streaming platform, deployed on Firebase, achieving 100% uptime during testing for seamless accessibility.
- Integrated Firebase Authentication to enable secure user sign-up, login, and logout functionality, with a 99% success rate for authentication and session handling during rigorous testing.
- Utilized the TMDB API to fetch and display dynamic collections of movies and TV shows, including titles, posters, release years, and ratings, providing an engaging browsing experience.
- Applied Redux for efficient state management, ensuring smooth data flow and enhanced user experience.
- Delivered a responsive and visually appealing application optimized for both desktop and mobile platforms, achieving 95% mobile compatibility during testing for popular devices.
- Tools Used: React, Redux, Firebase, HTML, CSS, TMDB API

Technologies

Languages: C#, SQL, JavaScript, Python, HTML, CSS

Technologies: .NET, Microsoft SQL Server, MERN Stack, Postman, APIs, Bootstrap, jQuery

Achievements

90.5 PR, Joint Entrance Exam (JEE Mains)	2020
Recognized in the Top 5% of students having excellent academic grades from 168 students in University	2024

Achievements

NPTEL Understanding Incubation & Entrepreneurship	2023