

# HARSH CHOUDHARY

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## PROFESSIONAL EXPERIENCE

### NUMERO MOBILE PVT. LTD.

October 2022 – April 2024

2 Year experience in Java, MySql and STS. Managed technical tasks, ensuring the successful execution of software development projects. Handled operational responsibilities, contributing to the efficient functioning of day-to-day activities. Utilized Java, Spring Framework, and Hibernate for efficient and reliable application development. Integrated third-party APIs and services to enhance application functionality. Launched campaigns and added new APIs for business enhancement.

- In my role, I contributed to a collaborative cross-functional team of three members, actively participating in Value-Added Services (VAS) integration and payment systems projects and development and fixing issues.
- Utilizing my skills in Java development, particularly with Spring Tool Suite (STS) technology, I played a key role in the design and implementation of solutions.
- Our teamwork involved effective technical coordination, and aligning with the broader organizational objectives.
- Additionally, I engaged in vendor relationship management, fostering successful project outcomes within the Direct-to-Consumer (D2C) services domain.

## TECHNICAL SKILLS

- **Backend: Java, Node JS, Spring Boot**, OOPS, Backend Architectures, Application using Microservices, REST and Controller Layer, AOP, Asynchronous Communication Using Messaging Models
- Frontend: Bootstrap, Html, CSS
- Database: MySQL, NoSQL
- Integration: Third-party APIs, Ad Exchanges, DSPs, D2C payment
- **Security: Authentication, Authorization**
- Analytics: Real-time Tracking, A/B Testing

## PROJECTS

### INAPP PANEL

May 2024- July 2024

- Designed and developed the front end of the INAPP panel to make it visually appealing and user-friendly.
- **Employed HTML, CSS, Bootstrap and Node.js to create a modern and responsive design** that works seamlessly across different devices.
- Implemented real-time data fetching mechanisms to provide up-to-date information and insights to users without the need for manual refreshes.
- Added features to the panel to allow users to filter and differentiate data easily, enabling more efficient analysis and decision-making processes.
- Ensured that the design and functionality of the panel met the needs and expectations of end users through iterative checking and feedback incorporation.
- Executed new social media strategies, amplifying brand presence and engagement, resulting in a 40% follower growth

### LP PAGES

April 2024- June 2024

- Created dynamic **landing pages to facilitate testing** and provide specialized landing pages for various services.

- Designed interactive user interfaces with engaging elements to enhance user experience and drive higher conversion rates.
- Implemented back-end services to dynamically fetch and display relevant content on the landing pages based on user interactions and parameters.

## INAPP AND ADNET

October 2022- April 2024

- Designed and integrated MySQL databases to efficiently store and retrieve ad-related data, maintaining optimal performance and responsiveness.
- Implemented real-time tracking and analytics features to provide advertisers.
- Implemented secure authentication mechanisms to protect user data and ensure the integrity of the in-app advertising ecosystem.
- Conducted A/B testing and performance optimization to improve ad targeting, resulting in a 25% increase in click-through rates.
- **Utilized Java for backend development, incorporating Spring Framework for dependency injection and modular design.**

## D2C SERVICES

October 2022

- Value-Added Services (VAS) Integration
- **Payment Systems Integration**
- Technical Collaboration and Coordination
- Solution Architecture and Implementation
- Business and Technology Alignment
- Cross-functional Team Collaboration in D2C (Direct-to-Consumer) services
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## EXTRACTING TEXT FROM IMAGES

March 2022

- Implemented text extraction from handwritten images using **AWS Textract module**.
- Leveraged AWS Cloud to make the process of extracting text from images efficient.
- Improved accessibility and data utilization by enabling extraction from handwritten sources.

## ONLINE PIZZA PURCHASING WEBSITE

June 2021

- Developed user-friendly **Java-based website with MySQL integration** for seamless pizza purchasing.
- Streamlined order process and facilitated data storage for future reference.
- Key role as Java and MySQL developer in successful project execution.
- Integration with a secure and reliable payment gateway. Support for multiple payment methods.
- Efficient management of user accounts, orders, and inventory. Regular backups to protect data.
- Secure user authentication and data encryption. Compliance with data protection and privacy regulations.

## WEBSITE BLOCKER

September 2020

- Created a Java-based **Web Blocker to restrict distracting websites** during specified intervals, enhancing user focus.
- Designed an intuitive interface for easy configuration of blocked sites and time settings.
- Achieved a 30% reduction in non-productive online activities through the implementation of the Web Blocker.
- Ensured a 98% error-free application through rigorous debugging processes.

## EDUCATION

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### MORADABAD INSTITUTE OF TECHNOLOGY, UP

Bachelor of Technology  
Major in Computer Science

2019 - 2023

### VISHWA BANDHU ACADEMY, UP

Intermediate (CBSE)

2019 - 2018

### GURUKUL KURUKSHETRA, HARYANA

High School (CBSE)

2017 – 2016

## CERTIFICATIONS AND ACHIEVEMENT

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- Training in Cloud Computing from COE
- B.TECH degree from AKTU
- Website Development| WordPress

## ADDITIONAL

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**Interests:** Programming, Chess, Badminton

**Languages:** Hindi, English, Punjabi