

Deepak Singh

Software Engineer - Web Developer

Delhi, India • +91-9582728781 • deepak.negi343@gmail.com

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Software engineer with over 4 years of experience designing user-focused web applications. Spearheaded development of an AR makeup application that improved customer engagement by 30%. Delivered a management dashboard that streamlined product customization features. Promoted within two years for outstanding contributions to product innovation.

SKILLS

- **Frontend Development:** HTML,CSS,Javascript,JQuery,React.js,Typescript,NextJS
- **Backend Development:** Node.js,Express
- **Database Management:** MongoDB,firebase
- **Other:** Git,Tailwind CSS,WebGi SDK

WORK EXPERIENCE

StyleDotMe Fashion & Lifestyle Pvt. Ltd. | MIRRAR, Bengaluru, India FEB 2022 - DEC 2024
SDE - 2 (Web Developer)

- **Rebuilt** a real-time AR application for brands like Tanishq,Titan watches,Sonata,Candera,Senco enabling users to virtually try on various jewelry types, enhancing online shopping experiences by 50% with more product clicks.
- **Implemented** a comprehensive dashboard for jewelry management, customization, and calibration that helped the operations team that enhanced user experience for jewellery positions and management.It reduced up to 95% of manual tasks for the operations team.
- **Collaborated** to create an innovative AR makeup application for virtual try of products like Lipstick, Blush, Foundation, and Eyeshadow and skin analysis for brands like VB Beaute,Mi bliss.
- **Engineered** a robust dashboard for managing makeup products, including customization and calibration tools.
- **Conceptualized** an experimental 3D customization studio by integrating webGi SDK, enhancing user engagement and personalization options.

CodersBrain Pvt. Ltd, India OCT 2020 - JAN 2022
Web Developer (Contracted to **StyleDotMe Fashion & Lifestyle Pvt. Ltd.**)

- **Executed** Styledotme's AR-based jewelry solutions, delivering impactful and user-friendly features.
- **Collaborated** with the Styledotme team to build live try on AR jewelry applications and innovative customization tools.

PROJECTS

Jewellery Webar

[Link](#)

- **Developed** an interactive AR jewelry application using React , HTML , and CSS.Enabled live try on capabilities that boosted user engagement by 50%.
- **Integrated** gallery mode, allowing users to virtually place jewelry on predefined models for enhanced visualization.
- **Implemented** gender-based and category-specific model loading features to tailor the user experience.
- **Added** functionality for photo capture and gallery image customization, enriching personalization and optimized application performance, reducing load times by 40% and improving overall responsiveness, ensuring a seamless user experience for live try-on features.
- **Implemented** Diwali festive season UI changes that spiked the number of try on by 60% during festive season.

Jewellery Webar Dashboard

[Link](#)

- **Built** a jewelry management dashboard which reduced the time up to 90% for the operations team with features like user sign-up/login, product uploads, and inventory calibration.
- **Enhanced** management capabilities with editing, enabling/disabling items, and festive feature uploads.
- **Allow the operations** team to upload gallery mode images and change calibration points for face or hand models.
- **Orchestrated** the creation of settings functionality with toggle-based customizations, password management, and seasonal uploads.

3D Customization Studio

[Link](#)

- **Designed** a cutting-edge 3D customization tool for personalized jewelry adjustments using webGi SDK.
- **Enabled** customization features, including metal type, diamond color, ring type, and band type modifications for 3d jewellery.
- **Integrated** tools to reset designs, zoom in/out, and share/save customized creations of 3d products.
- **Streamlined** the user experience by focusing on intuitive design and functionality of 3d objects..

EDUCATION

Shri Balwant Institute Of Technology,Sonepat, Haryana
B.Tech — CSE (7.5CGPA)

2012 - 2016