

ROHAN LAHORI

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EDUCATION

L.D College Of Engineering

B.Tech - **Information Technology** : CGPA: 8.74

June 2019 – June 2023

Ahmedabad, Gujarat

RELEVANT WORK EXPERIENCE

DeltaX

August' 23 - Present

Associate Product Engineer

- Working closely on the product that exports AdSegments on **LinkedIn** for using them in the AdCampaigns to improve audience targeting and campaign performance.
- Refactored the **Update AdCampaign** service by transitioning updates from audience level to account level.
- This optimization resulted in a significant reduction of **80-90 %** in LinkedIn **Search Ad-campaign API** calls which notably enhanced the speed of processing updates.
- Reprocessed **15 - 20 %** of the audience from failed to valid state and resolved various existing bugs, contributing to the stabilization of the product.
- Wrote a service that finds **missing ad segments** and applies them on LinkedIn AdCampaigns.
- Migrated** all the required **LinkedIn Api** endpoints across the whole product to the latest Jan'24 version.
- Implemented **Oauth** exception handling flow in all the services and stopped continuous retry of failed tasks.
- Removed **caching** logic for counting matched audiences from the live API and moved it to monitor Service and store the value in the database, which helped to reduce live LinkedIn API calls.
- Improved testing efficiency by **35 - 40%** by adding additional bdd test scenarios for various features.
- Worked on** : ASP. Net Core, Rest API's, BDD, Specflow, Microsoft SQL Server

Full-Stack Developer Intern 

February' 23 - July' 23

- Developed a **full-stack** web application that supports **CRUD** operations for movies, actors, and producers.
- Designed database for the application and used Microsoft SQL Server for managing database.
- Implemented layered architecture: **Repository, Service and Application** layers which **reduced coupling**.
- Used **Behavior-Driven Development (BDD)** for testing all the features using **Specflow & Gherkin** syntax.
- Created the application's UI using **Vuetify** framework of Vue.js with reusable components.

PROJECTS

Travel Advisor 

JavaScript, React, Material-UI

- Developed a **travel advisor** which helps users find the nearest restaurants, hotels, and attractions.
- Integrated **Google Maps** feature, allowing users to hover over any location and instantly discover nearby travel destinations.
- Used Rapid API's open-source API to fetch the tourist places based on latitude and longitude data.
- Utilized MaterialUI cards to display various details to the user and added options for filtering based on category, ratings, etc.

Online Sports Store 

Node JS, Express JS, ReactJS, MongoDB

- Built a web application where users can view various products for sports.
- User can check their order view details of the specific product, ratings, and reviews and included **filter** option to sort based on price, ratings, etc.
- Redux**: Used Redux for state Management which optimizes the performance and makes debugging easier.

ACHIEVEMENTS

- Secured Global Rank **164 top 7.5%** in ICPC 2021 Online Preliminary Round Team: **Golden Huskies**.
- Secured **All India Rank 94** and **Global Rank 608** in Google Hash Code 2022 Team: **ACExhilarating**.
- Global Ranks** : **785** Codeforces Div 3 , **536** February Cook Off , **1630** Google Kickstart Round B

TECHNICAL SKILLS

Programming Languages : C / C++ , C # , SQL

Tools : Git , Postman, Jira, BitBucket

Technologies and Databases : ASP.Net Core , Rest APIs , BDD, Microsoft SQL Server , Specflow, Dapper

Relevant Coursework : Data Structures & Algorithms , OOPS , DBMS