Sachin Dev

Bangalore, IN | [LinkedIn](#) | +91 96562 54967 | hello@sachindev.com

WORK EXPERIENCE

CRED   **Bangalore, Karnataka**

Senior Backend Engineer - Bankstack   *Dec 2022 - Present*

- Led Statement to EMI Conversion Project: Developed the first money-making product in "Flash". Introduced composite products integrating revolving credit and term loan, laying the foundation for future features like Credit Card, P2P lending and Transaction to EMI, enhancing system reliability, configurability and compliance.
- Created a comprehensive and highly configurable accruals service with audit capabilities for daily interest calculations, ensuring precise interest posting, and enhancing financial accuracy and compliance.
- Created reconciliation jobs and rewrote the payment schedule job, crucial for accurate statement generation.
- Enhanced testing efficiency by implementing dynamic and singleton family stubs using test containers, reducing redundant code, and improving accuracy.
- Led the implementation of a comprehensive negative balance check across all debit flows, preventing potential negative values that could compromise system integrity.

Udaan - India's largest B2B platform for businesses and shop-owners   **Bangalore, Karnataka**

Product Engineer - Promotions & Rewards   *Jun 2022 - Dec 2022*

- Added multi-tenancy support in the rewards system enabling udaan led initiatives like Pickily, Wonder Mart, Display Money and others to be powered by the central rewards engine cutting down development time by 1/n.
- Redesigned rewards ledger system to add support for Reward Programs enabling more transparency, improving user engagement by 20%. Collaborating with design, category and engineering teams to develop a strategy for how the app's promotions and rewards should be perceived, increasing customer engagement and loyalty.

Product Engineer - Ads & Monetisation   *Jun 2019 - May 2022*

- Built the performance, display and subscription ads, bringing in a revenue of 32 million INR per month within 3 years of launch, by onboarding 1000s of advertisers with a high repeat rate of 85%.
- Worked on the Creation, Quality, Serving, Tracking, Billing and Reporting Systems of Ads.
- Contributed, presented and executed quarterly roadmap goals by collaborating with product, tech, design, sales, ops, support and product analysts.
- Implemented 100% Ads Tracking across the app which was used in building analytics dashboards, data science models and monitoring the overall health of the system.
- Ran and concluded 20+ A/B/C experiments on a base of 6 million active monthly users.
- Improved the ads ranking algorithm by incorporating :
    - Recommendations engine which increased the CTR of the widget by 400%.
    - Query search and null search optimisations which increased ads coverage from 45% to 75% of organic traffic.
    - Predictive CTR model which increased the overall CTR of the ads system by 12%.

EDUCATION

NSS College of Engineering   **Palakkad, Kerala**
B.Tech, Computer Science and Engineering   *Graduation Date: Jun 2019*

SKILLS & INTERESTS

Skills: Java, Kotlin, Python, Springboot, React, TypeScript, Redis, Cloud Table, CosmosDB, SQL
Interests: Generative AI Enthusiast, Noob Gamer, Crazy about EVs, Foodie, Shutterbug, and an Amateur Potter. On the side, I love writing scripts to simplify life, trying out new tech, and modding custom software and ROMs onto android and iOS devices.