

Sachin Dev

Bangalore, IN | [linkedin.com/in/sachin-dev](https://www.linkedin.com/in/sachin-dev) | +91 96562 54967 | hello@sachindev.com

WORK EXPERIENCE

CRED

Bangalore, Karnataka

Senior Backend Engineer IV - Bankstack

Dec 2022 - Present

- Statement to EMIs: Built the first money-making product in "Cred Flash" transacting 300 Million INR per month from the ground up. Introduced composite products integrating revolving credit and term loan, laying the foundation for Credit Card, P2P lending and Transaction to EMI.
- Accruals: Built a highly configurable accruals service with audit capabilities for daily interest posting, and double bookkeeping taking down the manual intervention needed to 0.
- Cron Jobs: Envisioned and created reconciliation, payment schedule and alerting jobs, critical for accurate statement generation.
- Implemented a comprehensive negative balance check on all debit flows across systems preventing negative monetary values that could compromise system integrity.

Udaan - India's largest B2B platform for businesses and shop-owners

Bangalore, Karnataka

Product Engineer III - 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 III - 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.