ADITYA SINGH

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Technical Skills

Languages: JavaScript (ES6+), HTML5, CSS3, SQL
Frontend: React, Redux, Webpack, Cypress, Jest, Semantic UI
Backend: Node.js, Express, REST APIs, JWT
Database & Tools: MySQL, MongoDB, Postman, MySQLWorkbench
Other Skills: System Design, Data Structures and Algorithms, DBMS, MySQL

Experience

Dentsu   **August 2022 – Present**
Senior Software Engineer   *Bengaluru, KA*

- Built frontend for a major audience segmentation platform, improving **user engagement by 25%** through enhanced UI and optimized workflows using **React** and **Semantic UI**.
- Developed a **GenAI-powered** chatbot UI for audience creation having **10,000+ attributes** using natural language, reducing user learning curve and **accelerating workflows by 60%**.
- Designed and implemented a robust **Node.js** backend capable of handling up to **1,000 concurrent requests** using **rate limiting** and optimized routing, ensuring API reliability under high traffic.
- Built a secure file upload system enabling clients to upload large **PII** datasets for targeted audience creation. This strategic feature helped to acquire new business clients and directly contributed to a **5% increase in platform revenue**.
- Engineered performant and scalable React components using **memoization** and custom hooks, reducing unnecessary re-renders and improving **interaction speed by 30%**.
- Implemented **Webpack** optimizations and **lazy loading**, **reducing bundle size** and improving page **load time by 30%**.
- Migrated core publisher configuration workflows from manual API usage to a centralized frontend UI, allowing ops users to manage publisher email recipients effortlessly. This **reduced operational overhead by 80%**, minimized errors, and improved efficiency for non-technical teams.
- Created a responsive React-based application to track internal initiatives across teams, **reducing tracking time by 20%**.
- Designed and maintained Cypress test suites, boosting **reliability by 40%** during deployments.
- Led a team of 2 developers on a desktop app project for data validation/reporting, **reducing manual processes by 70%** and enhancing team efficiency.

Projects

AI-Powered Portfolio | *React, Node.js, HuggingFace API, Tailwind CSS*   **June 2025**

- Developed a personal portfolio website integrated with **Phi-4** LLM api to answer natural language questions about my resume, background, and experience.
- Designed an intuitive UI with **React** and **Tailwind CSS**, offering an interactive experience for recruiters and hiring managers.
- Leveraged **LLM APIs** to parse and respond to user queries based on structured resume data, simulating a human-like conversation experience.

Talk-a-tive – Real-Time Chat App | *React, Node.js, MongoDB, Socket.io*   **January 2022**

- Built a secure full-stack chat app with one-on-one and group messaging, typing indicators, and real-time updates.
- Integrated user encryption and authentication using **MongoDB** and **JWT** for secure communication.
- Implemented group management and real-time notifications for enhanced **UX**.

Awards

Inspire Change Award (2025): Recognized for building a GenAI-based audience segmentation interface.

Climb High Award (2024): Honored for completing high-priority features and epics ahead of deadlines.

Education

Dr. D.Y. Patil Institute of Technology, Pune   **Aug. 2018 – June 2022**
Bachelor of Electronics and Telecommunication Engineering; CGPA: 8.8/10   *Pune, MH*