

Harshit Kumar Singh

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EXPERIENCE

UNDRADS | JUNIOR SOFTWARE DEVELOPER

September 2024 – Present

- Optimized publisher onboarding by enhancing the adtech platform, improving efficiency and adoption rates.
- Developed and upgraded the JS wrapper with sticky ads, interstitial ads and IAB category tagging – increased revenue by 50%.
- Improved the UI of the company's official website for better accessibility, navigation, and visual appeal.
- Boosted front-end and back-end performance for smoother ad delivery and reduced load times.
- Worked with cross-functional teams to implement monetization strategies that improved engagement.

FREELANCE WEB DEVELOPER [CLIENT PROJECT](#)

Mar 2024 – Apr 2024 | Remote

- Delivered a fast, SEO-friendly platform with customized features and clean UI – the site is live at [zealandaviation.in](#).
- Handled the complete project lifecycle including UI/UX design, backend logic, API integration, and cloud deployment.

PROJECTS

PREBID.JS OPTIMIZATION [Open Source Contributor](#)

- Contributed to Prebid.js, the leading open-source JavaScript library for real-time ad space auctioning and bidding on the web.
- Optimized IAB category taxonomy handling to improve ad relevance and compliance.
- Enhanced auction efficiency by fine-tuning bidding timeout mechanisms for better yield.
- Implemented and refined video ad bidding functionality for increased demand coverage.

SKILLSWAP [Personal Project](#)

- Created a platform for college students to exchange skills and connect via shared interests.
- Users can post skills they offer and search for ones they want to learn, with chat and rating features.
- Built with MERN stack (MongoDB, Express, React, Node.js), focused on collaboration and usability.

CHESS PLATFORM [Personal Project](#)

- Developed a multiplayer chess platform with real-time gameplay using websockets and React.
- Implemented matchmaking, game logic, and move validation with a clean, responsive UI.

LIBRARY MANAGEMENT SYSTEM [Personal Project](#)

- Built a smart access tracking system for students using RFID/QR code validation.
- Stack: React.js (frontend), Node.js (backend), MongoDB (database).
- Enabled real-time entry-exit logging for better security and resource management.

EDUCATION

MAHARAJA SURAJMAL INSTITUTE OF TECHNOLOGY

BACHELOR OF TECHNOLOGY IN
COMPUTER SCIENCE AND
ENGINEERING

SKILLS

LANGUAGES

JavaScript • TypeScript • Rust

• Python • C/C++

FRONTEND

React.js • Next.js • Tailwind

• HTML/CSS

BACKEND

Node.js • Express.js • RESTful APIs

DEVOPS TOOLS

Docker • Firebase • CI/CD Pipelines

• Git/GitHub

DATABASES

PostgreSQL • MongoDB

COURSEWORK

CORE SUBJECTS

Data Structures and Algorithms

Operating Systems

Database Management Systems

Computer Networks

Software Engineering

APPLIED DEVELOPMENT

Web Technologies

Object Oriented Programming

Cloud Computing

Machine Learning

SOCIETIES &

ACHIEVEMENTS

NASA Hackathon – Top 100 Finalist

Hult Prize – On-Campus Winner

GDSC – Top 10 Team Qualifier

PR Head – Aarambh (Dramatics

Society)

Event Manager – Prakriti

(Environmental Society)

Event Manager – E-Cell

(Entrepreneurship Cell)