

AASHISH MALLICK

aashishmallick360@gmail.com · +917500933234 · www.linkedin.com/in/aashish360

EXPERIENCE

Only Much Louder | SDE-III | Bangalore

(April 2024 - Present)

- Developed and optimized **creator analytics microservice** to process social media data, implementing algorithms for **audience insights**, **content performance**, and creator behaviour analysis to support data-driven influencer marketing using Django, GoLang, PostgreSQL and React. (Visit <https://hyp.io/>).
- Developed the **Agency Contract Management and Plans** feature, including **contract creation**, **plans and transaction history APIs**, **client- and sales-facing UIs**, and a **credits-based system** to streamline operations and improve efficiency for both clients and sales teams.
- Led **GDPR compliance initiatives** by implementing robust **data privacy**, **encryption**, and **access control** measures across the **AWS infrastructure** and the **Hypothesis platform**, ensuring secure and compliant data handling practices.
- Implemented **Attribute-Based Access Control (ABAC)** to manage **granular view and edit permissions** based on **user roles and contextual attributes**, enhancing platform **security and flexibility**.
- Integrated **Meta Graph API** with secure **OAuth-based authentication** to fetch **real-time insights** on creators and their posts, enabling data-driven decision-making and performance tracking.
- Developed the **Listicles** feature to showcase **AI-curated influencer lists** based on **categories and locations**, enhancing **content discovery and user engagement** on the platform.
- **Architected and deployed scalable**, production-grade cloud applications using a broad range of **AWS services**, ensuring **high availability, security, and performance**.
- **Led and mentored the engineering team**, promoting **best coding practices**, fostering technical growth, and ensuring **on-time, high-quality project delivery**.

Only Much Louder | SDE-II | Bangalore

(March 2023 - March 2024)

- Engineered a **responsive and interactive frontend** for the **Hypothesis platform's Campaign Analytics and Creator Discovery modules** using **ReactJS** and **Material-UI (MUI)**.
- Built and deployed a **dynamic, SEO-optimized web application** using **Next.js**, integrating **Strapi CMS** with **custom plugins** for scalable and flexible content management.
- Designed and maintained a **reusable design system** using **Material-UI (MUI)** to ensure a **consistent, scalable, and maintainable UI/UX** across the platform.

Byju's - The Learning App | SDE-II | Bangalore

(March 2022 - March 2023)

- Developed an **automated PDF report generation system** for **student performance analytics** using **Handlebars.js** for templating and **Puppeteer** for rendering.
- Developed a **video feedback collection interface** that enables users to **leave timestamped feedback** on specific moments within a video.
- Developed the **frontend interface** for **tutor task management and scheduling**, enabling efficient assignment tracking and calendar-based planning.
- Developed **CMS features** including **batch management**, **subjective test scheduling**, and **monthly assessment planning** to streamline academic workflows.

10times Internet Pvt. Ltd. | SDE-I | Noida

(Jan 2019 - March 2022)

- Developed a **real-time communication platform** featuring **video conferencing** and **instant messaging**, enabling seamless virtual collaboration.
- Handled a SAAS project which has features like **CRM**, Third-party integration for CRM, **CMS**, **Lead generation** (based on user interest and location), **Analytics**. (Visit: <https://login.10times.com>).
- Independently developed a **server-side Email Templating Engine** supporting **modular, reusable content blocks** for dynamic and maintainable email generation.

- Integrated and managed **Stripe payment gateway** for **oDASH**, enabling secure and seamless online transactions.
- Developed a **real-time chat system** for **10times.com** using **Firebase**, enabling instant messaging and seamless user communication across the platform.

Freelance | Ghaziabad

(June 2017 - Jan 2019)

- Worked on an **AR application** using Unity and Vuforia to interact with 3D objects.
- Worked with **webGL** to generate 3D models and meshes.

PROGRAM & PROJECTS

School of Innovation India from Facebook at SV.CO

- Developed an immersive **VR experience** using **Unity** and **Meta Quest**, enabling users to **explore a virtual city** and **interact with 3D objects** in real time.

Document Tracker

Description: Built a **standalone JavaScript library** that enables users to **track and manage documents**, designed for seamless integration across web applications.

Stack Used: HTML5/CSS, Bootstrap 4, PHP, JavaScript (scripting language), MySQL, Socket.io

Echoes and Shadows

Description: Designed and developed a **standalone RPG game** where players assume the role of an ancient island warrior, battling monsters to avenge the destruction of her village.

Stack Used: Unity3D, Adobe Photoshop

EDUCATION

B.Tech | Computer Science & Engg.

(2015 - 2019)

Krishna Institute of Engineering & Technology | AKTU | 75.6%

SKILLS

Languages: Python, JavaScript, TypeScript, GoLang, SQL, NoSQL, HTML5/CSS

Frameworks: Django, ReactJS, Redux, NextJS, Node/Express, ElasticSearch, Kafka, Strapi, Material UI, storybook

Databases: PostgreSQL, MongoDB, MySQL, Firebase

Cloud & DevOps: Docker, AWS (VPC, Amplify, ECS, EC2, RDS, Load Balancer, Lambda, Route 53, API Gateway, SQS, Cloudwatch)

Tools: Git, Github, Postman, Figma

Hands On: C++, PHP