

# NEHAL CHORARIA

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## SKILLS

- Python | Java | Kotlin | Shell Scripting | JavaScript | React | Redux | jQuery | MySQL | PostgreSQL | MongoDB | Elasticsearch | Git | Testing
- Selenium | Spring | Hibernate | Celery | Django | AWS | GCP | Heroku | Lambda | Alexa | Kubernetes | Docker | Jenkins | Backed | Redis

## EXPERIENCE

### SDE 2, Mason (Bengaluru)

08/2022 - Current

- Developed automations & playbooks for **10K+ brands** to amplify **user retention, engagement, CTR, growth & revenue**.
- Amplified **25% sales revenue** with a **rule engine state machine** featuring **20+ dynamic configurations**.
- Elevated stores insights by providing **15+ crucial metrics** across global time zones in daily newsletter with **60% open rate** & built customized store analytical dashboard to **facilitate informed and analytical daily decision-making**.
- **Integrated WhatsApp** for discount codes delivery, **Google drive, google analytics** via **OAuth** for aggregating insights.
- Leveraged **Slack's PQL integration** to analyze feature usability and **improve customer outreach**, resulting in **increased product leads**.
- Crucially involved in **making design choices** across services, **peer reviews, pull requests** and **critical thinking**.

### Senior Software Engineer, Synoriq (Jaipur)

06/2019 - 08/2022

Syfe - Involved in building Singapore and Hong Kong based ETF and stocks platform with **1L+ active users**.

- Incorporated highly configurable **API rate-limiting security** across microservices via **Redis** reducing **brute force attacks** by **~30%**.
- **Automated referral and promotion logic** by building a **promo state machine** increasing **efficiency** by **~80%** configurable via **retool**.
- Wrote **extensive test cases**, added **postman collection of major workflows** for accelerated testing **improving delivery** time significantly.

Akash Institute – CRM - Conceptualized and engineered in rebuilding existing **CRM** to optimize the management of existing students.

- Integrated **communication channels** such as **SendGrid** for email dispatching, **Twilio** for text messages and **Paytm payment gateway**.
- Implemented **JWT token** across multiple microservices and **streamlined communication** between them.

Finova Capital – CKYC System - **Designed & integrated compliance system** single handedly to **generate CKYC** no. for existing users.

- Incorporated critical format building for **SFTP upload** and **customer outreach** in case of failures. **Seamless integration** with CRM system.
- **Created multiple analytical reports** to aid in decision-making for a bank's customer understanding and management decisions.

Synoriq - Synovid (Internal) - Built **multi-purpose versatile video conference platform** using **Jitsi** for meetings & multiple use cases.

- Incorporated within Finova Capital's existing CRM system for seamless customer **video KYC and lead discussions**.
- Collaborated with several hospitals to enable **doctor-patient sessions** via a first-come-first-serve (**FCFS**) **queuing mechanism**.

GSTN - MBMC – Incentivized mobile app. by **Govt. of India** to encourage genuine invoice upload. Built **invoice data extraction** layer.

- Utilized **OCR tesseract & OpenCV** library to extract details. **Refined filtering processes** using **regex** to **increase accuracy** by **~20%**.

ANZ – Doc Exam - Worked as a **frontend developer** using **React and Redux framework** for 6 months on a document verification system.

- Parsed various complex rules for clear UI, entities resolution and causes of failure when documents are rejected.
- Added **unit test cases** for existing code for **80%+ codebase** verified by **SonarQube**.

### Associate Software Developer, Accenture (Mumbai)

06/2018 – 05/2019

- Resolved multiple **customer support issues**, provided **system maintenance** and various kinds of **enhancements** to a **POS** system.
- Worked across **multiple time zones** being **24/7 support** allowed **engaging & coordinating among various teams** providing an insight of the underlying architecture and in general how large-scale applications work. Primarily worked on **MVC architecture**.
- Built extensive **bash automation scripts** for **monitoring & system sanity** reducing **work involvement** by **~80%**.
- Completed the **Robotic Process Automation** in python and **AWS** certifications

### Finance Analyst, Intern, Grassroots (Mumbai)

08/2016 – 12/2016

- Evaluated the **financial statistics** and **investment scope** of various companies using **Discounted Cash Flow valuation** using **Excel**.
- **Predicted stock value** of **60+ companies** in various sectors such as **FMCG, Pharma, IT, Banking** etc.

## EDUCATION

B. Tech., I.T. – (3.37/4)	Mukesh Patel School of Technology & Engineering	Mumbai	2018
12 <sup>th</sup> CBSE (81%)	Rukmani Birla Modern High School	Jaipur	2014
10 <sup>th</sup> CBSE (82%)	Rukmani Birla Modern High School	Jaipur	2012

## PROJECTS

- **3dxLibrary Website**: Built using **python Django framework** containing **1Lac+ 3D models** available for download. Integrated an **auto scraping script** which gathers models from competitive websites. **Deployed on GCP platform**.
- **GRE Practice (Link)**: Built an **Alexa application** where users can learn new words based on difficulty. Built on **AWS lambda** and **S3 bucket**.
- **Resume Filtering System (BTech project)**: Built using **ANN** and **TFIDF** keyword extraction method. Also incorporated a website for recruiters with ability to upload resumes, choose a domain, with ranking of each resume based on job descriptions.

## ADDITIONALS

- **Coordinated & managed team** of **4-5 members**. Mentored in **LLD, HLD decision making** and issues faced in **SDLC lifecycle**.
- Involved within the **recruiting team** and **took multiple interviews** for fresh undergraduates during campus placement.
- Completed multiple high-altitude treks within India attaining **15000+ ft altitude**.
- Won multiple **poetry competitions** and National level **ABACUS Competition winner**.