

Abhiroj Panwar

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EXPERIENCE

Computer Scientist - I

Adobe Inc.

August 2022 – Present

Noida, UP

- Dynamic Reporting

- Reduced wait time from 1 hour to near real-time of business reports by introducing *Dynamic Reporting* for email marketing and click-tracking data of end users
- Regularly mentored junior team members
- Tech Stack: C++, Kafka Pipeline, Apache Druid

- Project Dynamo | Hackathon Week | Innovation | Best Hack Award

- Automated personalization in delivery authoring using Gen-AI, leveraging Prompt Engineering
- This reduces considerable time to perform personalized delivery authoring, enabling marketers to perform advance personalization without it's complexities

Software Development Engineer - II

Adobe Inc.

July 2020 – July 2022

Noida, UP

- Enhancing offers recommendation engine

- Added *Horizontal Scaling Capability* to offers engine which previously ran in a monolithic setup
- Optimize log aggregation and reporting by leveraging *Snowflake DB*, enhancing the system's *information retrieval* capabilities
- With distributed setup, This help reduce latencies in recommendation api

- Analytics Connector

- Enabled re-marketing to recipient's behavior by combining email tracking data with website click data
- Implemented a connector ingesting rich analytics data processed over campaign's click-tracking data

- Optimizing send times of marketing campaigns

- Optimize *send time scheduling* of deliveries using historical click-tracking & open-tracking data of end users
- This has shown *25% improvement in click-through rate & open rate* of the email deliveries

- Real-time updates of MTA Logs | Hackathon Week | Most Impactful Hack

- Used *message broker (kafka)* to update backend logs of Mail Transfer Agent to orchestration server in near-real-time
- Without this, marketers need to wait for 1 hour for log aggregation jobs to trigger

Software Development Engineer - I

Adobe Inc.

Dec 2017 – July 2020

Noida, UP

- Analytics Connector Provisioning Service

- Streamlined the provisioning process and improved the robustness of Analytics Report suites
- Created a web service to automate the enablement of Report Suites on the Adobe Cloud Platform

- Realtime personalization and reporting using facial features | POC Only

- Implemented facial recognition in a java utility to deliver personalized user experiences based on attributes like age, gender etc.
- Proposed using environmental context, such as weather and temperature, for real-time, anonymous personalized targeting

- Experience Data Onboarding Solution | Hackathon

- Implemented a service for data ingestion and transformation on the Adobe Cloud Platform
- Provided a self-service UX tool for users to perform dataset transformations
- Tool allows users to create ETL workflows on Analytic's Datastore

PROJECTS

- Wallser | *Android, Java, Firebase, SQLite*

- Wrote an android application to browse and download wallpapers using Open Source API
- Used SQLite for light-weight data persistence layer for marking user's favorite wallpapers
- Released and monetized the application on play store

TECHNICAL SKILLS

Languages: Java, C++, SQL (Postgres), JavaScript

Technologies: PostgreSQL, Kafka, Apache Tomcat, Apache Druid, React JS, Spring Boot, Android

Developer Tools: Git, VS Code, Visual Studio, IntelliJ

EDUCATION

G. B. Pant Engineering College

Bachelor of Technology in Computer Science

Uttarakhand

2013 – 2017