

# Phanishree K

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## WORK EXPERIENCE

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Synamedia - *Software Engineer*

May 2022 – Present

### Web Applications Development – *Software Engineer* (January 2024 – Present)

- **3-D Car Config App:**
  - Built a **3-D app** which **showcases a Ford Mustang GT** where user can change the configuration of the car like colour, wheels, environments and many more.
  - Delivered a **Virtual drive feature** and **360-degree interior view** and **exterior view** feature.
  - Improved app performance by limiting consumption of **heap memory** to **~38MB** and overall **memory consumption** to **1.8GB**.
- **Content Hub:**
  - Developed **Content Hub application**, which serves as the **home interface** for all the Apps on TV.
  - Added features like **Reorganising apps** and **Removing apps** as per user's choice.
  - Developed **App details** screen where a user can view all the information about an app.
- **Multi-Screen Canvas App:**
  - Developed the Multi-Screen Canvas App, an application enabling users to **control TV** content from a web app on mobile devices, using technologies such as WebRTC, message brokers, and Next.js.
  - Implemented a **drag-and-drop** feature allowing users to **seamlessly manage and display** a variety of assets (videos, movies, images, advertisements, scrolling tickers, games, widgets) on the TV.
  - Utilized message brokers to ensure **real-time synchronization** between the web app and TV, enabling the simultaneous playback of up to four different assets, thereby enhancing the multi-screen experience.

### Full Stack developer for Internal Application – *Associate Software Engineer* (9 months)

- Implemented an **internal web application** acting as an admin console, by working on UI, backend, and testing.
- Migrated product's architecture to a **Serverless model** to optimize performance, scalability, and cost efficiency by eliminating 24/7 server maintenance expenses.

### Backend SDK Development for Ad Logic in OTT Apps – *Software Engineer* (11 months)

- Developed an **advertisement SDK** to streamline **AD logic** integration across **cross-platform OTT applications**, simplifying the process for OTT app developers.
- Enhanced the SDK's capabilities by integrating the industry-recognized **OM-SDK**, providing detailed ad viewability and tracking reports to meet industry standards.

## SKILLS

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- Next.js, React.js, Three.js, JavaScript, Web-RTC, Message brokers, MongoDB, Node.js, Amazon Web Services (AWS), Terraform, Serverless Framework, WebGL, Cypress, SCSS, CSS, HTML, Java

## PROJECTS

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### Music Player

- A Desktop Music Player with features such as playing songs, creating personalised playlists, adding favourites, searching songs, and viewing trending songs. Used Java (JavaFX library for GUI), MySQL.

### Code generator

- Provides server-side code along with the testcase which helps developers speed up their development. Used Node.js, Express.js, LLM.

## EDUCATION

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National Institute of Engineering (*BE, Information Science*)

8.02CGPA