Prerna Lele

Frontend Developer with 3 years of experience

Parlin, NJ | 607-759-0656 | prernalele@gmail.com | [LinkedIn](#) |[Github](#) |[Portfolio](#)

Skills

Frontend: React, Next.js, JavaScript, TypeScript, HTML5, CSS3, Figma, Continuous integration and continuous delivery (CI/CD)CI/CD, Zustand, AWS, webpack, babel, npm, TailwindCSS
Testing: React Testing Library, Jest, Mocha, Chai, Cypress, Python, Selenium
Additional: SQL, GitHub, UX Design Principles, SDLC, JIRA, Jenkins, Postman, Curl, Responsive Design, UI/UX

EXPERIENCE

Personal Sabbatical   June 2023- present
Worked on personal software development/coding projects

- **UI projects / portfolio**:
  - https://prernalele.work/
- **Volunteering**:
  - **Career Scoops -** volunteering with career-scoops which is an AI powered career guidance platform. My role is to improve their UI and eliminate bugs.
- **Completed online courses and workshops**:
  - Certified Scrum Master course by Scrum Alliance (Issued Feb 2025)
  - Worked towards the "Foundations of UX design" course by Google (Issued Feb 2024)
  - Working through Udemy course "React - The complete Guide 2024 (including Next.js and Redux)

Frontend / UI Developer | MediaMath, NYC   April 2020 - June 2023
MediaMath is a digital advertising technology company that provides a programmatic advertising demand side platform to advertisers, agencies, and marketers.

- Migrated legacy frontend codebase to React and TypeScript, enhancing developer productivity by 25%.
- Optimized the 'creatives' module on New T1 with React, boosting UI experience of clients by 30%.
- Led biweekly tech debt meetings, resolving over 115 items in a year, significantly improving developer productivity.
- Reduced defects in T1 UI platform by 70% through iterative bug-smash sessions, enhancing overall user experience.
- Designed and implemented multiple TypeScript endpoints for a BFF system, improving data handling efficiency of UI by 40%.
- Increased code coverage from 60% to over 90% per file using React Testing Library and Jest, ensuring robust code.
- Led Sprint retrospective and sprint planning for a team of 9 developers using Agile methods..
- Created and presented UI prototypes for visual representation of screens for the UX team..
- Led the discussion from Engineering perspective, during User interviews with UX and the client side.
- Involved in the Internationalization of Bulk upload section.

Lead Software Development Engineer in Test (SDET) | MediaMath, NYC   February 2018 - April 2020

- Led a QA team of 6, managing regression UI testing and ensuring the quality of each frontend release.
- Coordinated cross-team testing efforts, establishing processes that streamlined releases and reduced issues.
- Created and maintained a Campaigns UI Automation Test Repository, increasing code coverage by 80%.
- Achieved over 70% test completion for four consecutive quarters, maintaining high-quality standards.

Software Quality Assurance Engineer | MediaMath, NYC   November 2014 - February 2018

- Utilized JIRA for efficient defect tracking and resolution, improving bug management.
- Conducted manual tests and SQL evaluations, identifying and reporting critical defects.
- Monitored application performance with JMeter, ensuring optimal performance and reliability.
- Documented comprehensive bug reports with detailed reproduction steps, facilitating quicker resolutions.

Data Warehouse Test Engineer | CapitalOne*, VA*   Feb 2012 - May 2012

- Collaborated with developers and business analysts to understand requirements.
- Prepared and executed unit and integration tests based on design and mapping documents.

Data Analyst (Intern) | Siemens Healthcare, PA   Jan 2011 - Feb 2012

- Developed and optimized database queries, stored procedures, functions, sub-queries, and joins using T-SQL.
- Enhanced SQL performance through query hints, indexes, execution plans, and SQL Server Profiler traces.
- Resolved installation issues during net-new installations, upgrades, and service pack events.
- Conducted root cause analysis using internal logs, event viewer, Fiddler traces, and SQL Server logs.

EDUCATION
ME Electrical and Computer Engineering - Binghamton University, State University of New York
BE Electronics and Instrumentation - Rajiv Gandhi Institute of Technology, India

CERTIFICATIONS
Figma: Figma Essentials training (LinkedIn)
UX: Foundations of UX Design by Google (Issued Feb 2024)