

# Priyanka Jain

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## INDUSTRY EXPERIENCE

### Software Engineer Intern

LiveRamp - acquired Habu Inc (Remote, San Francisco), July 2023 – Present

- Spearheaded front-end development of a new feature for a Privacy Enhancing Technologies (PETs) SaaS micro-service using React, Redux, and Material UI with reusable UI components for efficient development.
- Delivered software enabling granular privacy customization for all clean rooms, boosting customer adoption. Rolled out to the largest client, streamlining data privacy processes.
- Integrated gRPC API endpoints for more efficient data flow within the application.
- Collaborated with a remote cross-functional team of 10+ engineers, UX designers, and product managers to translate Figma mockups into stable, scalable products with more accessibility to granular privacy.
- Utilized Sauce Labs and Python to drive test strategies through automated unit and smoke test suites, contributing to higher code coverage and automation metrics.
- Developed backend API implemented in Java (Spring Boot) and Go, interfacing with a PostgreSQL database for clients to access Habu without UI programmatically, amplifying client operational efficiency.
- Took initiative to elevate aspects of UI, addressed and resolved frontend and backend bugs, ensuring continuous software reliability and performance, contributing to a better customer experience.
- Deployed several Jira tickets to stage and production by merging code through a CI/CD pipeline, with code reviews ensuring better code quality and minimal post-deployment issues.

### Frontend Developer Intern

Storysoft LLC (Remote, Indianapolis), June 2022 – August 2022

- Converted Adobe XD mockups into B2C interactive web applications applying HTML, SASS, Bootstrap, JavaScript, and Vue to increase product engagement.
- Enhanced high-traffic scalability and cross-device responsiveness and introduced dynamic content through animated SVG and accessible web elements.
- Crafted 3D visualizations using Three.js to boost client presentations to be visually compelling.
- Built a website to present multiple embedding solutions for seamless B2B integration of Storysoft.
- Employed Bitbucket for version control and wrote test cases in Cypress while deploying on AWS.
- Monitored telemetry, such as page load times, engagement, and bounce rate, to meet high-performance benchmarks.

## EDUCATION

### Bachelor of Science, Computer Science

Purdue University, West Lafayette

Focus: Software Engineering Track, Minor in Art and Design Studio, Certificate in Entrepreneurship  
Certification: Certified Scrum Master, Active through June 3rd, 2026

## SKILLS

Programming: Java (Object Oriented Programming), Python, C, C++, JavaScript, Full-stack Web Development  
Frontend Web Development: TypeScript, HTML, CSS, SASS, React, Material UI, Bootstrap, Three.js  
Backend Web Development: Spring Boot, Java, Flask, Express, Node, Go, REST, gRPC, AWS Cloud  
DevOps: GitHub, Jira, BitBucket, Scrum, Heroku, CI/CD  
Databases: MongoDB, SQL, MySQL, PostgreSQL  
Design: Design Systems, Wireframing, Prototyping, Figma, Adobe Suite, Blender, Unity, WCAG

## OTHER EXPERIENCE

### CEO, Developer, Artist

Kaleshi Art (Indiana-based LLC), May 2024 – Present

- Launched and scaled Kaleshi from a passion into an art business, overseeing legal protections and brand strategy and piloting a 14% market growth through metrics-driven, multi-channel marketing.
- Designed and produced a user-centered, accessible e-commerce user interface and user experience by customizing Shopify's headless framework, Hydrogen, with React, HTML, CSS, reusable components, and Shopify API.
- Aligned the e-commerce platform and multi-media content with the curated brand vision and identity, ensuring consistency and accessibility across all user touchpoints on Google, Meta, TikTok, and Shopify.
- Led end-to-end product development, made sales at local markets for user research, and produced over 500 items in inventory across 13 different product types by leveraging complex design systems and advanced crafting techniques.
- Developed custom Gmail API script to improve and automate branded communication workflows.

### Developer, Scrum Facilitator

Zest Project (Purdue, West Lafayette), August 2022 – December 2022

- Served as Scrum Master, led end-to-end full-stack development of a recipe and nutrition analysis app using the MVC design pattern, with a RESTful backend executing MongoDB, Express, React, and Node.
- Addressed image storage challenges by integrating cloud computing via AWS S3 for efficient handling.
- Prioritized accessibility by coding frontend tests with Cypress and adhering to WCAG 2.0 standards.

### President, Co-founder, Volunteer

Girls Who Code College Loops at Purdue, August 2020 – May 2021

- Established a tech community on campus, promoting an environment of learning, growth, and support.
- Engaged 16 new members and guided partnerships to foster tech education outreach and mentorship.