Roshan Kumar Sinha

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SKILLS / TOOLS

Languages: JavaScript, TypeScript, HTML, CSS, C, C++
Frameworks/Libraries: React, Node.js, GatsbyJS, GraphQL, Storybook, Jest, Vitest, Cypress, Playwright
Tools & Platforms: GitLab CI/CD, AWS Lambda, Google Tag Manager, Google Analytics, Postman, HubSpot, Zendesk, Webgains, Crowdin, Optimizely, Statstig
Databases/CMS: Contentful, Algolia
Others: Search Implementation, Login/Registration Flows, Order Management, Data Structure, Problem Solving

EXPERIENCE

Cimpress Technology Pvt Ltd   January 2023 – Present
Senior Software Engineer
- Led development of the **Multiple Design** feature allowing uploads of different designs for separate quantities, improving design flexibility and increasing user satisfaction by **25%** using **React, TypeScript**.
- Managed and mentored a team of **3 developers**, overseeing sprint planning, code reviews, and driving timely deliveries following **Agile Scrum** practices.
- Built and ran several **A/B tests** on the Registration flow with **Statstig**, including a CoC-based auto-fill feature that boosted form completion by **18%**; implemented comprehensive validation using **Zod**.
- Engineered end-to-end **Login and Registration** features using **React, Node.js, JWT, Zod**, with seamless integration of **Google Analytics, GTM, and dataLayer** for user behavior tracking.
- Implemented a **Re-Order** capability on the homepage, increasing repeat purchases by **22%**; stack included **Node.js, React, GraphQL, Contentful**.
- Improved the **Order Management System** and **Order Detail Page**, resulting in a **30%** drop in customer support tickets; worked across both frontend and backend using **React, Node.js, Contentful, Zendesk**.

Cimpress Technology Pvt Ltd   August 2021 – December 2022
Software Engineer
- Developed a high-performance **Search and Auto-suggestion** system using **Algolia**, including a custom **Algolia-Gatsby plugin**, increasing product discoverability by **35%** and reducing bounce rate.
- Revamped the **Website Navigation** by restructuring components in **Contentful** and optimizing the codebase, reducing DOM elements by **40%** and boosting load performance and UX.
- Mentored junior developers through **code reviews**, pair programming, and internal knowledge-sharing sessions to elevate team productivity.
- Implemented Safari-compatible **Intelligent Tracking Prevention (ITP)** using **Express and cookies**, improving session tracking accuracy by **20%**; deployed on **AWS Lambda**.
- Automated **Affiliate Marketing workflows** via **Webgains** and **Node.js**, deployed using **AWS Lambda**, streamlining the setup and reducing manual errors.
- Developed comprehensive test coverage using **Playwright** and **Cypress** for E2E testing, and **Jest/Vitest** for unit testing, reducing production issues by **45%**.

takeUforward   April 2021 – July 2021
Internship
- Migrated a large portion of the codebase from **JavaScript to TypeScript**, improving type safety and reducing runtime errors by **25%**.
- Implemented the **Login feature** using **Redux-Saga**, enabling cleaner async handling and improving code maintainability in the authentication flow.

ACHIEVEMENTS

- Received **early promotion** for **impactful contributions** that **boosted feature delivery** and **team performance** across projects.
- Won 1st prize in the department Hackathon by developing **CodeRabbit**, an AI-powered code review tool that automates code summaries and reviews, reducing manual code review effort by over **40%**.

EDUCATION

Bangalore Institute of Technology, Bangalore   2017 – 2021
Bachelor of Technology in Computer Science and Engineering