

SHEFALI SAWANT

Software Developer

Deeply passionate about leveraging technology to create meaningful impact and drive transformative change

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WORK EXPERIENCE

Senior Digital Engineer TATA DIGITAL

06/2021 - Present

Mumbai

Achievements/Tasks

- **NeuCard - Led end-to-end development lifecycle, from ideation through implementation and testing for Tata Neu HDFC Bank Credit Card**, resulting in its successful launch, being awarded as the '**Best Credit Card of the year**'-2023). Achieved a milestone of **issuing over a million cards** through this meticulously crafted onboarding process.
- Was a **key developer involved in developing [marketing site](#)** (ReactJs) for Tata Neu Credit Card which led to **over 60% acquisition of customers**. Implemented SEO related strategies for this site and elevated its organic search rankings to top 5 for more than 20 keywords.
- **Developed in-page Login feature** which allowed users to login on customer value proposition screen itself and helped **reduce drop-offs by over 14%**.
- Took **complete ownership of migration** of code base (**React, AEM**) for Credit Card project **to a new tech stack (NextJs, Sanity.io)** which decreased the page load time by 20%.
- **Mentored interns and led development team, conducted code reviews** and provided constructive feedback to team members, fostering a culture of continuous improvement.
- Conducted research on emerging technologies and **participated in Proof of Concepts (PoCs) to evaluate solutions**.

Intern

ICICI LOMBARD

05/2020 - 07/2020

Mumbai

Achievements/Tasks

- Worked on **enhancing UI/UX design** for **iPartner portal/app**, a platform which is used by agents to book motor insurance for their customers.
- Proactively suggested innovative ideas and design solutions to **optimize the user interface and elevated user satisfaction**, hence **reduced time required to punch application by 30%**.
- Contributed to **testing, troubleshooting and debugging** efforts, ensuring smooth application functionality of iPartner app.
- Collaborated with multiple stakeholders, design, product, QA and worked effectively as part of a team to achieve project goals.

SKILLS

HTML

CSS

Javascript

TypeScript

Java

NextJs

React

Jest

C++

SQL

Redux

AGILE Methodology

Git/Github

Problem Solving

Data Structures and Algorithms

Flutter

Material UI

PWA

CI/CD

Bootstrap

PROJECTS

FReshMaRT- Web App

- Grocery Delivery app which provides a convenient and efficient way for users to purchase groceries and have them delivered to their doorstep.
- *Built with React.js, Tailwind CSS and fueled with Swiggy Instamart APIs.*

ALUMNI TRACKER - Web App

- Developed as a part of Smart India Hackathon(SIH) for a challenge posed by Govt of Goa.
- Created a comprehensive solution for both colleges and the Directorate to efficiently monitor and manage their alumni records.
- *Built with Flask framework, MongoDB backend, HTML CSS Js Frontend.*

EDUCATION

B.TECH (Information Technology)

Veermata Jijabai Technological Institute(VJTI)

06/2017 - 06/2021

Mumbai

ACHIEVEMENTS

Received recognition from the CEO of Financial Services (01/2023)

for making Tata NeuCard as a Runway success when more than 1 lakh credit cards were issued within first few months of launch.

Rewarded by title 'Hero Of the Month' (02/2023)

in recognition of my efforts as a significant contributor for my team during crucial stages of project.

Winner of 'Challenge the Bot' contest (06/2021)

provided most unique intents which helped in building of tata neu chatbot