SHEFALI SAWANT

SENIOR SOFTWARE ENGINEER

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

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WORK EXPERIENCE

Senior Software Engineer
TATA DIGITAL

06/2021 - Present   *Mumbai*

Achievements/Tasks

- Created and managed the **onboarding journey** for the Tata Neu HDFC Bank Credit Card, achieving exceptional results during its pilot phase with over **100,000 users onboarded**. This process has since facilitated the issuance of **over a million cards** .

- Developed the **referral journey webpages** , which became a major acquisition channel and significantly **boosted card issuances** , contributing to the Tata Neu HDFC Bank Credit Card being awarded ' **Best Credit Card of the Year** ' in 2023.

- **Spearheaded migration of code base (React, AEM)** for the project to a new tech stack **(NextJs, Sanity.io)** seamlessly and completed it earlier than estimated deadline.

- Demonstrated proficiency in developing and maintaining the marketing site (ReactJs) for the NeuCard, **a high-traffic site with over 102K monthly visits** , driving user engagement and satisfaction. Implemented effective SEO strategies that **boosted organic search rankings to the top 5** for more than 20 keywords.

- **Mentored interns and led development team, conducted code reviews** and provided constructive feedback to team members, fostering a culture of continuous improvement.

- Developed and **maintained 40+ interactive webpages**, editable marketing landing pages and unique user experiences.

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 revamp the user interface and elevated user satisfaction, hence **reduced time required to punch application by 30%.**

- Collaborated with multiple stakeholders including QA, DevOps, worked effectively as part of a team to achieve project goals.

- Contributed to testing, troubleshooting and debugging efforts, ensuring smooth application functionality of iPartner app.

SKILLS

React Next.js Typescript HTML CSS

Javascript Git Redux Tailwind CSS AEM

Material UI Jest PWA CI/CD Flutter

Webpack Figma Problem Solving Sanity CMS

EDUCATION

Bachelors of Technology (IT) (2017 - 2021)
Veermata Jijabai Technological Institute (VJTI), Mumbai

ACHIEVEMENTS

Most Valuable Player (MVP)
*Awarded as MVP for **my contribution in multiple projects** including **acquisition journey, referral** and developing essential features including UPI Intent Payment.*

Credit Card Runway Success
*Received recognition from our CEO for **making Tata NeuCard as a Runway success** when more than **1 lakh credit cards** were issued within **first few months** of launch.*

Hero of the Month (02/2023)
*Rewarded by title 'Hero Of the Month' in recognition of my efforts as a **significant contributor** for my team **during crucial stages** of project.*

PROJECTS

FReshMaRT ⬈
*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
*Developed a comprehensive alumni management solution for the Govt of Goa's **Smart India Hackathon (SIH)** challenge, using Flask, MongoDB, and HTML/CSS/JS. Enabled efficient monitoring and management of alumni records for colleges and the Directorate.*

Portfolio Website ⬈
*Built a personal portfolio website with **React and Sanity CMS**, allowing content updates within minutes without deployment.*