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

Achievements/Tasks

Mumbai

- 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

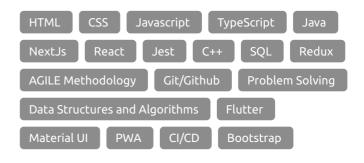
05/2020 - 07/2020

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



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 chathot