SHEFALI SAWANT
Software Developer

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WORK EXPERIENCE

Senior Digital Engineer
TATA DIGITAL

06/2021 - Present   *Mumbai*

Achievements/Tasks

- **NeuCard** - **Built onboarding journey** for sourcing Tata Neu HDFC Bank Credit Card *(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.
- **Credit Score** - As part of Credit Report Team, developed a Credit Score Widget, integrated APIs for both Experian and CIBIL score and **provided easy access to credit information** which led to **improved user engagement**.
- **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%.
- Developed and maintained 40+ interactive webpages, editable marketing landing pages and unique user experiences (NextJs, Sanity.io).
- **Mentored interns and led development team**, **conducted code reviews** and provided constructive feedback to team members, fostering a culture of continuous improvement.

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.

SKILLS

HTML   CSS   Javascript   TypeScript   Java
NextJs   React   Jest   C++   SQL
AGILE Methodology   Git/Github   Problem Solving

PROJECTS

ALUMINI 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.

COVID-19 Tracker - Progressive Web App
- Designed for the purpose of tracking daily total covid-19 cases for different countries and globally.
- Built with React.js, Chart.js, Material UI.

EDUCATION

B.Tech (Information Technology)
Veermata Jijiabai Technological Institute(VJTI)

05/2017 - 05/2021   *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.

ORGANIZATIONS

Women Who Code (2024)
Volunteer

Rangawardhan (2018 - 2020)
Design Head, Event Manager