

Shivani Gupta

Product Manager | Frontend Engineer

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Current Location: Mumbai, India

EXPERIENCE

FreightBro Logistics Pvt. Ltd., Navi Mumbai — Frontend Engineer

(August 2019 - Present)

- Responsible for development of product using Angular
- Worked on the website, emailers and event development on wordpress
- Worked on the iteration of the product with feedback from both users and internal stakeholders which decreased the bounce rate by 40% and increased conversion by 70%
- Responsible for using metrics and data to improve product performance and customer experience

Squareboat Solutions Pvt. Ltd., Gurugram — Frontend Engineer

(April 2018 - July 2019)

- Responsible for design and development of responsive websites, admin dashboards, android and iOS applications using latest frontend web and mobile technologies
- Worked on some of the big products like Oxfordcaps, Logicly, Hudle, IDC, Spectrum, Squareboat rebranding which lead to generate over 50% increase in nationwide traffic month over month
- Leading the frontend team for a in-house product Hackr.io and was responsible to perform risk assessments, gap analysis and execute best practice workflows to drive platform adoption
- Optimised the product features for Hackr.io leading to increase in daily active users (DAU) from 1.2% to 5%

Bunkin Hospitality Pvt. Ltd., Delhi — Frontend Web Developer

(October 2017 - March 2018)

- Project lead for the design and development of the website.
- Setup a new team, and was actively involved in hiring and managing the workflow for an entry level startup while meeting deadlines consistently.

EDUCATION

Guru Nanak Institutions, Ambala — Bachelors of Technology

(August 2013 - June 2017)

Completed Bachelors of Technology in Electronics and Communication Engineering under affiliation of Kurukshetra University with 80%.

SKILLS

PRODUCT STRATEGY

- Agile (with JIRA)
- Scrum
- A/B Testing
- Quantitative Data Analysis

WIREFRAMING TOOLS

- Figma
- Balsamiq

DESIGN TOOLS

- Sketch

ANALYTICS TOOLS

- Mixpanel
- Google Analytics

LANGUAGES

- HTML5
- CSS3/SCSS
- Bootstrap 4
- Javascript

JAVASCRIPT FRAMEWORKS- WEB

- jQuery
- AngularJS
- ReactJS

JAVASCRIPT FRAMEWORKS- MOBILE

- Ionic 3

VERSION CONTROL SYSTEM

- Git
- Bitbucket

CODE EDITORS

- Visual studio code
- Sublime Text

ACHIEVEMENTS AND AWARDS

Awarded Top Performing Student by Punjab Kesari.

Awarded first position @Techniti '2016 at NIT Jalandhar.

Awarded as Excellent performer in 2010 IT Wizard Curriculum held by NIIT.

DHD SD Vidya Public School, Ambala Cantt — 10+2

(April 2011 - April 2013)

Completed 10+2 in Non-Medical with 85% .

INTERSHIPS & TRAININGS

Neo Software Labs Pvt. Ltd., Noida— *Frontend Web Developer*

(January 2018 - March 2018)

Responsible for design and development of the product and handled Search Engine Optimisation.

Bunkin Hospitality Pvt. Ltd., Delhi—*Frontend Web Developer*

(September 2017 - October 2017)

Worked on Front-end web technologies : HTML, CSS, Javascript, Typescript, Bootstrap and Angular 4. Designed a website and learned basic Search Engine Optimisation.

Shamsia Space, AIESEC Egypt—*Web Designing & Cloud Computing*

(July 2016 - August 2016)

Worked on Front-end web technologies : Web designing with HTML, CSS, Javascript and Bootstrap.

PROJECTS

Tools & Technology Used: HTML5, CSS 3, Sass/Scss, Bootstrap 4, jQuery, Javascript, ReactJS, Ionic 3, AngularJS, Angular 4, Git, Visual Studio Code, Sketch, Figma, Mixpanel, JIRA

GitHub Profile : <https://github.com/shivani8396/>

DESIGN

- Hudle website design (www.hudle.in)
- Hudle photo album design for mobile application ([Play Store](#))
- Logicly.io mobile app design ([link](#), visible to logged in users)

DEVELOPMENT

- Dribbble shots- [Moverec](#) and [Braun](#)
- Github demo projects - [Razorpay](#) , [Logistics](#), [Music App webpage](#)
- Preadr.com (www.preadr.com)
- OxfordCaps website development (www.oxfordcaps.com)
- IDC website development for VTP and CVTP (www.idreamcareer.com)
- Logicly.io desktop and mobile application ([link](#))
- Squareboat website development (www.squareboat.com)
- Spectrum website and dashboard development(www.spectrumapp.io)
- Hackr.io website and app development (www.hackr.io)
- FreightBro freight forwarder platform (ship.freightbro.com, visible to logged in users)

MOOCS

Udemy

Fundamental Steps of Product Management (Gurmit Singh)
Becoming a Product manager (Cole Mercer, Evan Kimbrell)

Skillshare

Fundamentals of Product Management (Ellen Chisa)
Product Owner : Core fundamentals (Nitin Prasad)
Hooked: Building Habit-Forming Products (Nir Eyal)
Product Management - Metrics (Nitin Prasad)

Udacity

Intro to HTML and CSS
Intro to JavaScript
Intro to jQuery
JavaScript and the DOM
jQuery Tutorial Course
Product design

EXTRA CURRICULARS

Participated in Global Community Development program at Egypt under the aegis of AIESEC beating 200 students and securing place in top 4

Volunteered as Teacher in Egypt to serve for underprivileged with students of over 75 countries

Organised Orientation Programme, Fresher and Farewell party held in college

Participated in Sports upto District level

Participated in various Inter School Competitions

HOBBIES

Mandala Art
Painting
Reading
Badminton