Siddharth Pachori

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Location: Mumbai, India

Introduction: -

- A motivated and an innovative software engineer with **7+** years of experience with programming, technology, engineering and bringing ideas to life. Collaborating and automating ideas on a different role assigned with incorporating critical thinking, problem solving and leadership.
- Proficient in **Ecommerce, Manufacturing and Banking domain** IT development with a proven track record of building customer centric products from concept to delivery.

PROFESSIONAL EXPERIENCE

Senior Software Engineer	CIMPRESS, INDIA	March 2021 – Present

Project: - National Pen [E-commerce]

An online retailer that specializes in personalized promotional products, customized with company slogans.

Technical Skills: - Vanilla or Native JavaScript, NodeJS with Apollo GraphQL, AWS CloudFront with S3,

React with Redux, commercetools cloud-based headless commerce platform, Magnolia CMS

Sr.No	Products Launched	Impact
1	Entire Organization's Online Business Payment Portal	38 countries: *36 different translations & currencies* Website (48% orders) / Call Centre (52% orders)
2	Order / Invoice Payment Portal with customized hashed payment links for both pre and post order production.	Self Service payment portal – 38 countries Reduced manual cost by ~40%
3	Implementation of Apple Pay, Google Pay and Konbini 711 through Adyen	Ease of payment by customer through secure and trusted channel
4	Wallet implementation	Improved customer retention - 6.9% ; Saved refund cost to company ~14%

Sr.No	Value addition on dev/release processes	Impact
1	Building dynamic code pipeline for frontend development process	Iterative and quick releases without any delay, improving build/deploy/go live time from 1 hr to squeezing down to 20 mins by pre compiled on dev time and rollback in 5 mins with back up cache of CloudFront.
2	Feature development process for A/B testing	For multiple features or prototyping releases , wrapping a layer of Edge lambda on CloudFront to route requests from origin server to S3 to serve variation content pages for branching releases.
3	Reusing single module for 6 different payment websites by Domain mapper.	Built customised domain mapper which gives different content pages on the website while retaining flavour or look and feel of the it. Useful to serve regional content or route traffic from specific country to a specific cloud server in a dynamic sense without manual efforts on routing.

As a Squad Lead Engineer: -

- My role as technical lead on the [PCI-compliance](#) project involved leading a team of 8 members and devising a plan to ensure the successful delivery of our project objectives.

- I collaborated with five cross-functional teams to create a seamless flow from customer landing on the website to paying the due, payment processing, data storage, receipt creation, and email generation.

- Worked with internal stakeholders and third-party vendors such as PayPal, [Adyen](#), [PCIpal](#) , [Algolia](#), and others to play an essential role in increasing subscriber acquisition, improving retention, and optimizing the payment experience.

- I helped to design and implement a system that generates dynamic QR codes on invoices, streamlining the payment process for customers. By simply scanning the QR code with their mobile device, customers can easily and securely make payments without the need for manual input entry or navigating through multiple payment screens.

- Identified and integrated new payment methods and payment providers for 38 countries, including credit card/debit card processing, PayPal, PayPal Express, PayPal Pay in 4 (USA and Canada), Google Pay, Apple Pay (USA, Canada, and Europe), Klarna and bank transfer (Germany), and ACH Direct (USA).

- Introduced React in the current project in an isomorphic manner, with server-side rendering for landing pages and client-side rendering for REST pages that are not indexed, to improve the website's performance while maintaining its SEO indexing and crawlability.

- I ensured that the code was written using optimal data structures to achieve efficient and scalable processing. This involved carefully selecting the appropriate data structures, such as arrays, hash maps, or trees, based on the specific requirements of the project. This helped more in doing PR reviews and discussing the technical flow with the team.

As a Senior Engineer: -

- As a key contributor to the development team, implemented a layer of GraphQL on top of existing Lambda Node.js code to improve the performance of a data-intensive application. By leveraging GraphQL's ability to fetch only the required data on demand, the application's performance was significantly enhanced, reducing server load, and improving user experience.

- While working on frontend pages, I utilized React patterns to improve code quality and maintainability. This involved implementing best practices for structuring and organizing React components, such as using container and presentational components, applying higher-order components (HOCs) for reusability, and employing Redux for state management. By following these patterns, I was able to ensure consistency and scalability throughout the project.

- Employed the SAAS structure of AWS, utilizing services like Code Build for building artifacts, Edge Lambdas, Code Pipeline for automating CI/CD, and Route53 for DNS routing to streamline the development and deployment process. Developed repeatable infrastructure using AWS CloudFormation and Terraform, resulting in cost-efficient solutions.

- Built microservices using single-purpose Lambda functions in Node.js on AWS to consume and create payment methods across multiple gateways, including PayPal, Adyen, and PCIpal. This approach allowed for faster and more efficient processing of payment data while maintaining a high level of security and scalability.

- Introduced class and data accessors modelling, improving the overall architecture of the codebase and making it easier to work with.Leveraged the benefits of TypeScript's static type checking, catching potential errors at compile-time rather than runtime, improving code robustness and reducing the likelihood of bugs.

| Senior Software Engineer | Cybage Software | March 2019 – March 2021 |

Project: - Fictiv [On-Demand Manufacturing]
An online manufacturing platform which offers rapid prototyping and on-demand manufacturing services for product development.

Technical Skills: - ReactJS with Redux, Redux Forms, Redux-Thunk with Middlewares, Antd Materialized View, Apollo GraphQL NodeJS Express, AWS amplify, ES6, HTML5, CSS3, CSS Preprocessors, gulp, knockout.js, Cypress, PostgreSQL, ARIA-Compliant

Sr.No	Products Launched	Impact
1	Vendor based portals called as Workbench	The system led to a 40% reduction in production errors and a 30% decrease in lead times. By enabling vendors to take the appropriate action promptly, the system improved on-time delivery rates by 25%. Additionally, the platform's user-friendly interface received positive feedback, with 90% of vendors reporting high satisfaction levels.
2	Order view, history page and re-order layouts	As a result of the improved user experience, the platform saw a 25% increase in order views and a 20% increase in re-orders. Additionally, the streamlined order history page reduced customer support inquiries by 30%.

Sr.No	Value addition on dev	Impact
1	Removing dependencies of CSS injectors with global CSS	The removal of CSS injectors and the adoption of global CSS reduced the technical debt of the application by simplifying the codebase and making it easier to maintain.
2	Implementing new version of Apollo GraphQL	The new version of Apollo GraphQL allowed for faster query resolution and reduced network latency, resulting in a 30% improvement in overall API performance. It was able to handle a higher volume of concurrent requests, resulting in a 20% increase in the API's scalability.

- Developed and maintained highly responsive user interface components using React concepts. I was responsible for translating designs and wireframes into high-quality code that adhered to React.js workflows. Additionally, I was proficient in debugging code and troubleshooting interface software, improving functionality and performance by up to 50%.

- Was responsible for developing and implementing front-end architecture to support user interface concepts with 100% accuracy. Monitored and improved front-end performance by 15%, documenting application changes and working on updates. Developed the latest user-facing features using React.js, building reusable components and front-end libraries for future use. Optimized components for maximum performance across a vast array of web-capable devices and browsers.

- Also developed the latest user-facing features using React.js and built reusable components and front-end libraries for future use. I optimized components for maximum performance across a vast array of web-capable devices and browsers. Coordinated with a development team of 12 to discuss user interface ideas and applications and reviewed application requirements and interface designs to ensure compatibility with existing applications.

- As a team player, I coordinated with a development team of 12 to discuss user interface ideas and applications, reviewing application requirements and interface designs to ensure compatibility with existing applications.

PROFESSIONAL EXPERIENCE

Software Engineer	Wipro Technologies	Sep 2015 – Feb 2019

Technical Skills: - SQL server 2008/12/14, SOAP with endpoint selection. Asp, Aspx.net, MVC using CFA.

Project: - Credit Suisse – Resource provisioning system [Banking]

- As a junior developer, I worked on developing and maintaining services using WCF and web services integrated with SQL server. My responsibilities included understanding client requirements, creating technical specifications, and providing automated solutions for greater application flexibility.

- I also wrote operational documentation, monitored, and corrected software defects, and worked closely with other staff such as project managers, graphic artists, UX designers, other developers, and system analysts.

- Additionally, I consulted with clients and colleagues to improve software systems and updated my technical knowledge and skills through attending in-house and external courses and accessing new application versions.

Project: Prototype Ideate [Internal tool]

- Developed and prototyped an ideation tool, allowing users to automate tasks and log ideas for a well-structured managing system. Designed UI mockups and prototypes using storyboards, process flows, and sitemaps.

- Created graphic user interface elements such as menus, tabs, and widgets. Collaborated with developers and engineers to design, build and maintain applications. Determined operational practicality and developed quality assurance procedures.

Project: Bench Management System [Internal tool]

- Internal Project designed for Wipro as a medium to manage resources, tools, and assets of the BU's of the domains. Managed different assignment actions on current batched assets, allocated resources, provided segmented feedback, and allocated to individual projects if requirements fit perfectly.

- Designed web pages based on user requirements, optimized for smartphones, and created features to enhance the user experience. Produced high-quality mock-ups and prototypes, graphics, and visual elements.

- Enhanced the user experience by creating seamless navigation through various digital programs and interfaces, established milestones to encourage cooperation and teamwork. Developed overall concepts for improving the user experience, ensuring interactions are intuitive and convenient for users. Collaborated with back-end developers and programmers to improve usability.

EDUCATION

Qualification	College/University	Year of Passing	Marks / GPA
PGDM (Project Management)	Welingkar Institute of Management	2021	67
Bsc.IT	Narsee Monjee College of Commerce and Economics	2015	66.7
XII	St. Francis D'Assisi College	2012	78.2
X	St. Francis D'Assisi High School	2010	76.2

Application Proficiencies:-

Adobe Suite, Figma , Sublime Text , VIM, VS Code, Git & SVN, JIRA, Major browsers & debugging tools.

Social Links: - Github , Linkedin, StackOverFlow , Personal Website Created using React with NextJS using Vercel (Hosted on google domain, content served using AWS S3)

DECLARATION: -

I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge. I take full responsibility for the correctness of the said information.