

NATASHA DESAI

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TECHNICAL SKILLS

Proficient: JavaScript, Typescript, PHP, React, Redux, Node.js, Express, Sequelize, PostgreSQL, Git, HTML, CSS, jQuery, ES6, Adobe Creative Suite, AWS/S3

Knowledgeable: SQL, Docker, Kubernetes, React Native, Bluebird.js, Material-UI, Bootstrap, Linux, A-frame

Familiar: Mocha, Chai, Jasmine, Java, Jest, Joi, IBM Watson APIs, Socket.io, SASS

EXPERIENCE

Innovid, New York, NY

Manager, Custom Solutions Engineering.....**September 2022 to February 2023**

- Managed a team of 4 software engineers- including senior engineers- across New York and Buenos Aires, managing and providing feedback on the team's workload, performance, career development, and growth
- Collaborated directly with high profile clients working with their Product, Design, Technical Services, Engineering, Research and Development, Marketing, and Finance teams
- Led developers in the creation of interactive ads and supplementary framework by developing new custom tools and services to meet customers' needs
- Worked with Fortune 500 clients to deliver bespoke solutions bringing in over \$4 million annual revenue
- Implemented, led, and measured learning and development protocols for the entire custom solutions engineering department

Team Lead, Custom Solutions Engineering.....**January 2021 to September 2022**

- Managed a team of 4 software engineers
- Worked with clients, sales, and executive teams to effectively allocate team resources
- Introduced team management protocols for the entire custom solutions organisation including daily stand ups, code reviews, weekly team meetings, project retrospectives, and documentation protocols
- Helped grow the custom solutions team from 2 to 13

Senior Software Engineer, Custom Solutions Engineering.....**February 2020 to January 2021**

- Led a team of offshore developers in building custom video advertisements
- Oversaw training and on-boarding of new team members
- Led the architecture and development of large-scale projects
- Was the SME and responsible for communicating technical solutions and progress with top clients including American Honda Motors and Stellantis

Software Engineer, Custom Solutions Engineering.....**May 2018 to February 2020**

- Built advertising technology, video, connected TV, and web application solutions using JavaScript, React, Redux, Express, and PHP
- Collaborated with creative and development teams to ideate, design, and build custom advertising solutions for multiple Fortune 500 clients
- Created video advertising applications and backend solutions for over 800 clients across online and connected TV platforms
- Designed and built a system for data generation single-handedly that reduced data driven advertising campaign turnaround times by 50%
- Implemented new workflows for account managers and developers to expedite the process for building data driven dynamic advertisements

EDUCATION & CERTIFICATIONS

AWS Certified Cloud Practitioner, May 2022

Fullstack Academy of Code, Student and Teaching Fellow, New York, NY

New York University, Bachelor of Arts in Economics, Minors in Creative Writing and Cinema Studies, New York, NY