

ASHUTOSH VERMA

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OBJECTIVE

Experienced SDE-3 with a proven track record of over 6 years in full-stack development. Skilled in Test-Driven Development, CI/CD implementation, data-intensive apps, and microservices architecture, I excel in crafting efficient, scalable, and innovative solutions. With expertise in e-commerce platforms and a passion for driving innovation, I have achieved exceptional performance metrics and enhanced user experiences. Proficient in React, Next.js, Django, and React Native, I am committed to delivering high-quality solutions that drive business success through agile development.

EDUCATION

Bachelor of Technology, Gurukul kangri University

2015 - 2019

SKILLS

Programming Languages Python, Node, Java, JavaScript, TypeScript, Go, PHP, HTML, CSS, Batch, C++

Frameworks/Library Django, FastAPI, React-Native, Selenium, ReactJS, VueJS, ElectronJS, Pytest.

Database PostgreSQL, SQLite, Redis-Server, MongoDB, Snowflake, FireBase

Tools Git, Docker, Kubernetes, Sentry, JMeter, RabbitMQ, Kafka, Jenkins, Tox, GH-Actions.

Other Skills Nginx, Apache, CDN, Various AWS Services, Technical Writing, AndroidStudio, Xcode.

EXPERIENCE

SDE-3

December 2023 - Present

Shyftlabs

Gurugram, India

- Configured Tox for **GitLab pipelines** and **CI/CD** workflows.
- Spearheaded the migration from PSQL to SQLite to transform a legacy API project into a TDD environment for testing purposes, achieving a remarkable **98%** test coverage, and detecting/resolving over 90 critical bugs.

SDE-3

April 2021 - November 2023

ORNAZ

Gurugram, India

- Developed a desktop-specific e-commerce website using NextJs (ornaz.com).
 - Achieved Lighthouse metrics of **100/100** and less than **500ms** page load time.
 - Integrated multiple payment gateways with guest checkout options.
 - Implemented a Progressive Web App (PWA) to enhance user experience and achieve unbeatable SEO results.
- Migrated from a monolithic to a **microservices architecture**.
 - Developed four main microservices, two service workers, and three main servers.
 - Utilized high availability databases (2 master-3 slave) for main servers.
- Achieved **99.99% uptime** using Docker Swarm.
 - Deployed alpha-beta testing strategies for seamless deployments.
 - Achieved API response time under 50-100ms.
 - Optimized frontend caching for the fastest e-commerce app performance and Improved customer retention.
- Monitored user journeys in real-time and developed a platform to create campaigns and Configure campaign **push notifications**, emails, and SMS in real-time based on user journey to optimize the conversion funnel.

SDE-2

ORNAZ

April 2020 - April 2021

Gurugram, India

- Reduced development time by 30% by utilizing **React Native** for cross-platform development and also increased user reach by 40% with apps compatible across multiple devices and platforms.
- Created an **Augmented Reality** based browser and native app using **MediaPipe** for a **Real-Time trial store**, resulting in a **50%** increase in user engagement and leading to a **30%** increase in sales conversion.
- Developed a static **Static trial store** reaching users with low-end devices, resulting in a **30%** increase in user base. reducing load time by 80% and improving overall performance.

SDE-1

ORNAZ

November 2018 - April 2020

Gurugram, India

- Built a mobile-friendly e-commerce system using Django MVT, integrating multiple payment gateways and a user tracking system.
 - Increased mobile sales by 40%.
 - Reduced cart abandonment rate by 25%.
 - Improved user engagement by 30% and returning customers by 20%.
- Developed a robust **CRM** with customer journey analytics, lead management, product, pricing, order, factory, and raw material management which improves sales efficiency by **40%**.
- Created an Angular-based app for comparing diamonds in different sizes and settings. increased user engagement by 25% and decreased bounce rate by 20%.

PROJECTS

E-Commerce Mobile Web-Application (ornaz.com): Developed a fully functional React-Native cross-platform app, which has been used since Jan. 2022, as in Native apps and Mobile-Web also.

E-Commerce Desktop Web-Application (ornaz.com): Developed an SEO-focused E-Commerce web app that has a catalog, PDP with **360° Product view**, cart, checkout payment gateway, and Qwick-Cilver-WALLET.

Operation Management tool for staff (ornaz.com/dashboard): Developed a whole eco-system at ORNAZ, from place-order to order-close, every management related requirement is being handled by this dashboard app.

Diamond Compare App (ornaz.com/diamond-compare): Developed a web app where you can check and compare how a diamond looks along with different skins, diamond shape, size, settings.

Virtual Trial Room (ornaz.com/realtime-tryon)

Developed a Realtime-3D-virtual trial room for rings using Google MediaPipe-AR-Kit (Android App, WebApp also).

Try-On-Hand Mobile Web app for Rings (ornaz.com/try-on-hand)

A mobile web app, where we can check how a ring looks on our hand, click photos, share with others, etc.

Price Calculator for Jewellery products ([Estimator](#)): A platform to calculate prices for any type of jewelry.

DmSeva ([DmSeva](#))

A fully free digital marketing service website, which offers all types of services of digital marketing.

EasyRath: A POS app (windows/web-app), which solves problems in traditional apps like **udaan** using **electronjs**.

EXTRA-CURRICULAR ACTIVITIES

- Consistently producing engaging blog posts and social media content to provide invaluable insights and best practices for achieving career goals. Through my blog and curated articles on ashutoshverma.com, I aim to share my knowledge and experience, particularly with fellow developers, to empower them in their career journeys

LEADERSHIP

- At Ornaz, I superheaded all of their tech products, and at Shyftlabs, I am currently spearheading the development of a POS system app that is being used across 2000 stores all over the USA.