

ASHUTOSH VERMA

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BRIEF SUMMARY

I am a Senior Software Engineer with over 6 years of experience. My focus is on Test-Driven Development, Agile Development, and microservices architecture. I've been able to achieve an impressive test coverage of close to 98% during a migration project, resolving 90 critical bugs, and have always been innovative enough to solve complex issues. Particularly, my specialization is in React, Next.js, Django, and React Native as shown by my work in the development of ornaz.com scoring Lighthouse metrics of 100/100 and less than 500ms page load time for an e-commerce website.

EDUCATION

Bachelor of Technology, Gurukul kangri University

June 2015 - May 2019

SKILLS

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, Code-Profiling.

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

EXPERIENCE (6 YEARS)

Senior Software Engineer: 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, Reaching a remarkable **98%** test coverage, and detecting/resolving over 90 critical bugs.

Senior Software Engineer: 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 avg. page load time below **500ms**.
 - 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.
 - Crafted a Monitoring Panel with Grafana and Prometheus to oversee system health and trigger alarms.
 - 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.

Senior Software Engineer: 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.

Software Engineer: SDE-1

ORNAZ

June 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

Moble App/Web for Diamond Jewellery (ornaz.com): Led the creation of a React-Native cross-platform application, resulting in a 25% surge in mobile sales and a 30% enhancement in page load speed.

E-Commerce Desktop Web-Application (ornaz.com): Orchestrated the creation of an SEO-focused web platform, achieving a 40% reduction in bounce rates and integrating secure payment gateways, resulting in a 50% increase in online transactions.

Operation Management Tool for Staff (ornaz.com/dashboard): Architected and deployed an integrated dashboard system, reducing order processing times by 50% and enhancing team collaboration, leading to a 30% boost in operational efficiency.

Diamond Compare App (ornaz.com/diamond-compare): Engineered a dynamic web tool, increasing user engagement by 35% and facilitating seamless comparison of diamond attributes, resulting in a 20% increase in conversions.

RealTime Virtul Trial Room (ornaz.com/realtime-tryon): Innovated a Realtime-3D try-on store, achieving a 40% rise in user interactions and driving a 25% increase in average order values through immersive try-on experiences.

Virtul Trial Room: Static (ornaz.com/try-on-hand): Developed a mobile app enabling virtual ring try-ons, leading to a 30% increase in user-generated content sharing and enhancing customer satisfaction.

Price Calculator for Jewellery Products (**Price Estimator**): Engineered a pricing platform, resulting in a 25% improvement in price accuracy and assisting users in making informed purchasing decisions, leading to a 20% increase in customer retention.

EXTRA-CURRICULAR ACTIVITIES

- Consistently producing invaluable insights and best practices blog posts and social media content on industry best practices; increased engagement rates by 50% and drove 30% more traffic to ashutoshverma.com. I aim to share my knowledge and experience, particularly with fellow developers, to empower them in their 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.