# Aniket

## Software engineer (4+ years)

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# Professional Experience

## Velotio                                                           (Aug 2023 - Present)
### Senior Software Engineer

- Developed an **AI-powered** image editor using **(React + TypeScript and Micro Frontend)** to enable users to input prompts, generating AI-enhanced images tailored for impactful advertisements on platforms like Facebook and Instagram.
- Executed an **intuitive UX** strategy resulting in a seamless process for users to establish brand guidelines and generate advertisements.
- Integrated **Auth0** seamlessly with the platform for enhanced authentication while implementing Auth0 actions to intercept data flowing to Auth0 for optimized functionality.
- Optimized user onboarding with one-click simplicity and integrated **NATS** and **gRPC** for seamless asynchronous communication between **Go** and **NestJS microservices**.
- Developed an AI-powered analytics dashboard for analyzing image features and showing analytics to users based on that.
- Identified performance gaps and improved API caching and response time by adding **React query**.

## Yellow.ai                                                         (Dec 2021 - Jul 2023)
### Software development engineer

- Engineered a user identification flow in (**React/Redux**), leveraging **Reactflow** for a seamless user identification journey, automating the process and enhancing efficiency.
- Enhanced the **front end** of the **Bot Builder**, contributing to a **30% increase** in user adoption.
- Collaborated closely with a team of 2 designers to enhance the overall quality of the **chat builder platform**. Identified gaps between the **user experience (UX)** and functionalities, such as implementing fullscreen mode functionality in (**React+TypeScript**), resulting in improved UX for the builder.
- Designed and implemented all marketplace modules, introducing bot import and export functionalities, resulting in a remarkable **40% reduction in creation time**.
- Identified and resolved **CSS bundle size** issues, reducing it **from ~600kb to ~85kb** by eliminating redundant **less** files and introducing **Tailwind**.

- Led the **PLG initiative** for the Bot Builder, Marketplace, and Integrations module, addressing and resolving over **50 bugs within a swift three-week period**.

## Rocketium                                           (Mar 2020 - Dec 2021)
**Software engineer**

- Built a Bulk Image Edit feature with (**React/Redux + TypeScript**), allowing users to simultaneously edit **10,000+ images in the browser**, resulting in approximately **50% time-saving**.
- Architected a custom font family upload feature in **TypeScript+Node.js**, enabling users to define their custom font family definitions aligned with their brands. This enhancement resulted in improved brand representation through custom **fonts** in creatives.
- Developed critical platform modules—campaign, authentication, template library, and media library—utilizing (**React/Redux + JavaScript**), ensuring seamless functionality and user experience..
- Led the **TypeScript** integration initiative, resulting in a notable **7% reduction** in platform crashes caused by null exceptions.
- Executed **SVG** upload functionality in (**React/Redux**), empowering users to upload high-quality SVG images for their creatives. This initiative resulted in a **50% improvement** in creatives, with smaller file sizes optimized for web and mobile applications.
- Architected an image processing module using **AWS serverless** Lambda and **WebSockets**, implementing batching for optimization, resulting in a **40% reduction** in campaign turnaround time.

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# Education

**Chitkara University**

Bachelor of Engineering (Computer Science)

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# Languages and Technologies
- **Programming Languages** - Javascript (EsNext), Python, Go
- **Database** - PostgreSQL, MongoDB
- **Frameworks and tools** - React & Redux, Nodejs, Next.JS, Tailwind
- **Others** - GitHub, Jira, Nginx, AWS, Auth0