

Gagandeep Singh

Full Stack Developer

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Detail-oriented, organized and meticulous employee. Works at fast pace to meet tight deadlines. Enthusiastic team player ready to contribute to company success. Complex problem-solver with analytical and driven mindset. Dedicated to achieving demanding development objectives according to tight schedules while producing impeccable code.

EXPERIENCE

✓ **Full Stack Developer**

UnoiaTech, Mohali

October 2024 – Present

- Supported core team with website development, optimization, and marketing strategies implementation.
- Improved UI/UX designs for seamless navigation, accessibility, and responsive mobile experience.
- Integrated data solutions to enhance business insights, reporting, and decision-making capabilities.
- Developed scalable, robust platforms ensuring long-term performance, security, and flexibility.

✓ **Full Stack Developer**

Orderlink NZ Limited, New Zealand

February 2024 – September 2024

- Automated the entire ordering process, from placement to e-invoicing, enhancing efficiency.
- Developed scalable solutions for supply chain logistics, ensuring compliance and collaboration.
- Applied data-driven strategies with cross-functional teams to stay ahead of market trends.

✓ **Software Development Engineer – 1**

Attryb Tech Pvt. Ltd., Bengaluru

September 2021 – January 2023

- Backend handles the core Attrib Product like Targeted Ads (ML powered abstraction of Google Ads).
- Updated old code bases to modern development standards, improving functionality.
- Documented technical workflows and knowledge to educate newly hired employees.
- Implemented agile methodologies and development best practices to enhance product development.

✓ **Junior Quality Analyst**

Matrix Marketers, Mohali

August 2018 – December 2020

- Analysed quality and performance data to support operational decision-making.
- Developed and maintained quality assurance procedure documentation.
- Defined and implemented quality initiatives to reduce risk.
- Implemented test scripts and recorded results.

EDUCATION

✓ **Master of Computer Applications, 2017**

IGNOU, New Delhi

✓ **Bachelor of Computer Applications, 2014**

GNDU, Amritsar

CERTIFICATIONS

- ✓ **Certified Tester Agile Tester Foundation Extension, 2019**
International Software Testing Qualification Board
- ✓ **Certified Tester Foundation Level, 2018**
International Software Testing Qualification Board

PROJECTS

- ✓ **InstaAcquire (Website)**
Role: Full Stack Developer
Technology Used: NodeJS, NextJS, MongoDB, Prisma
 - Provides data-driven digital marketing services, including SEO, PPC, and social media management.
 - Specializes in crafting custom strategies for business growth through innovative digital marketing solutions.
 - Expertise in e-commerce, B2B/B2C, and local business marketing for diverse industries.
 - Offers social media campaigns and content marketing to enhance brand visibility and engagement.
- ✓ **Orderlink**
Role: Full Stack Developer
Technology Used: Python, Django, PostgreSQL, ReactJS
 - Provide management of all your supplier's and contract manufacturers, purchase orders, freight documents and invoices.
 - Your "Purchase to Pay" process should be automated and controlled at every stage.
 - Maintain a shared inbox for communication with all stakeholders.
 - A unified dashboard provides easy monitoring of all international shipments.
- ✓ **Personalization**
Role: Developer
Technology Used: NodeJS, MongoDB, ReactJS
 - It is personalization product of Attriby, which has integrated with shopify e-commerce websites.
 - It is tracking the first party data of users for increase the sales.
- ✓ **Targeted Ads**
Role: Developer
Technology Used: Python, Django (Framework), PostgreSQL, ReactJS
 - It is targeted ads product of Attriby, which has integrated with Google Ads.
 - Calculate profit of campaign and give a suggestion/ improvement to customer for getting better conversions.
 - Create a campaign with the help of recommendations by machine.
 - Customer have to Google Ads account integrate with Attriby product.
- ✓ **Content Studio**
Role: Developer
Technology Used: NodeJS, MySQL, ReactJS
 - It is content studio product of Attriby, which has generated content by machine.
 - Multiple use cases are involved in this product. Like: Product Page, Blog Post etc.
 - Customer give minimal input for generate better content.
 - This content will help to customer to getting better results as well as revive product page.

ADDITIONAL

- ✓ **Skills** → NodeJS, Express.js, MongoDB, ReactJS, NextJS, Tailwind CSS, Python, Django, PostgreSQL, Azure DevOps, AWS, Git, HTML, CSS, JavaScript
- ✓ **Language** → Punjabi, Hindi, English
- ✓ **Personal Interests** → Chess, Video Games, Listen Music

Place → Amritsar, Punjab

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