Shubham Singh Talan

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EXPERIENCE

Senior Software Engineer

Cimpress India, Bangalore   **June 2021 - Present**

- Spearheaded the development of BoxUp's e-commerce website from inception, employing ReactJS and TypeScript, resulting in a user-friendly platform.
- Orchestrated a successful NextJS migration, achieving 40% faster website load times, improving core web vitals metrics, enhancing user experience, and boosting engagement.
- Incorporated responsive web design supporting 15+ devices, integrated CMS (Content Management Systems) for content management, reducing tech debt by 20%.
- Implemented serverless functions using AWS lambda reducing the maintenance overhead and reducing infra cost.
- Leveraged segment tracking for precise user behavior analysis, identifying successful strategies and areas for improvement. Utilizing data-driven insights and analytics, achieved a remarkable 25% increase in user conversion.
- Collaborated with cross-functional international teams, contributing from feature inception, and sprint planning to successful delivery.

Software Developer

WheelsEye, Gurugram   **October 2019 - May 2021**

- Led the frontend development of a truck booking B2C marketplace website, achieving phenomenal growth of 100x in clients and 20x in truck bookings.
- Executed Atomic design principles and developed a component library following an in-house design system, saving 30% development team's time and ensuring a consistent user experience across all platforms.
- Optimized website performance with CDN and caching, leading to a 50% decrease in server response times and a 20% increase in website traffic improving scalability.
- Overhauled legacy multi-page internal website used by 200+ employees to SPA, resulting in improved performance and reducing customer lead generation time by 5 minutes.
- Developed a hybrid mobile application (web-app) using Cordova, resulting in a 40% increase in mobile traffic and a 15% rise in mobile-based transactions.
- Strategically directed efforts resulted in a remarkable 2x increase in revenue and earned widespread industry recognition for innovation.

UI Engineer

Lybrate, Faridabad   **August 2019 - October 2019**

- Created UI/UX-focused web pages with HTML5, CSS3, JavaScript, and AngularJS for a unique social network exclusively for doctors.
- Resolved 5 major bugs, leading to a notable decrease of more than 10% in overall instances and building more resilient systems.

EDUCATION

Netaji Subhash University of Technology   **August 2015 - May 2019**

Bachelor of Engineering Instrumentation and Control Engineering   Delhi, India

SKILLS

JavaScript | TypeScript | NextJS / Next.js | ReactJS / React.js | Node.js | Express | HTML5 | CSS3 | Redux | Tailwind CSS | GraphQL | JSON | Webpack | Segments | Google Analytics | DatoCMS | Gitlab | GitHub | Figma | Confluence | Jira | Slack | JWT | Docker | Nginx | AWS serverless | CI/CD workflows | Git | Linux.

PROJECTS

Find Falcone: **November 2024**

- A story-based programming challenge presented by Geektrust, scoring 100/100 on 6 parameters such as modularity, extensibility, and maintainability.
- Technology stack: Next.js, SSG, TypeScript, Tailwind, JavaScript, GitHub, and CI-CD.
- Incorporated SSG pages which reduced the page loading time by 70% securing a perfect lighthouse score.

Chat App: **July 2024**

- Built and designed full stack chat application with the website (front-end) and APIs (backend), employing NextJS, TypeScript, Zod, Tailwind, and achieving a remarkable 40% decrease in page load times.
- Leveraged Google authentication and Pusher for streamlined account creation and real-time notifications using web sockets.
- Integrated Upstash Redis DB, resulting in a 25% acceleration in database updates and ultimately yielding improved user engagement.

CERTIFICATIONS

NodeJS - REST APIs, GraphQL: **January 2024**

REST APIs, NodeJS, Typescript, Express, MongoDB, Mongoose ODM, JWT, GraphQL, Validation, Authentication.

- Built REST APIs for an e-commerce platform using NodeJS and Express and stored data using MongoDB.
- Implemented CRUD operations for product, user, cart, and order.
- Added authentication and authorization using JWT, Also included validations and error handling.

Algorithms & Data Structures (C++):   **January 2018**

C++, Git

- Acquired 99 percentile at the end of the course. Later got offered a position as a teaching assistant.