Avisha Lad

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FULL-STACK WEB DEVELOPER

6+ years' experience in combining technical expertise with creativity, to develop cutting-edge solutions

Results-focused, visionary and talented professional with a history of successfully developing cost-effective and elegant solutions that introduce new functionality, enhance overall performance and improve the user experience.

AREAS OF EXPERTISE

Web Development | UI/UX Development | Backend Development | SQL Database | REST API & webservices

Application Programming | Software Development Life Cycle (SDLC) | Object-Oriented Programming | CI/CD

EDUCATION & CREDENTIALS

MASTER OF SCIENCE IN COMPUTER SCIENCE | Bowling Green State University (4.0)   2018-2020

BACHELOR OF ENGINEERING IN ELEC. & TELECOM. | Rajiv Gandhi Technical University (3.75)   2011-2015

TECHNICAL PROFICIENCIES

- **Languages:** PHP (Laravel), Vue.Js, Java (Spring, Spring Boot)
- **Web Development:** HTML, CSS, Bootstrap, JavaScript, jQuery, JSON, Ajax, Web Services, RESTful API, MVC
- **Databases:** PostgreSQL, MySQL, SQLite, Oracle, ANSI SQL
- **Tools**: VS Code, Table Plus, GIT, Postman, DOMO, Google Analytics, Sendgrid, Twilio, NPI registry
- **Other:** Adobe XD, Photoshop, Illustrator, Audition, Canva, Final Cut Pro

PROFESSIONAL EXPERIENCE

FULL-STACK WEB DEVELOPER   2/2021 to Present
1 Natural Way

- Built dynamic and interactive public facing website with internal portal for admin side.
- Expertly integrated CMS system into Laravel and Vue.js ecosystem, utilizing Vue directives, components and models to deliver seamless functionality and improve overall user experience.
- Leveraged data analysis and real-time visualization to optimize website traffic and drive sales growth, utilizing advanced predictive modeling techniques and tools such as DOMO and Google Analytics.
- Excelled in designing and implementing efficient database models utilizing PostgreSQL, enhancing data storage and retrieval capabilities for streamlined decision making.
- Implemented comprehensive email automation for marketing and order updates, boosting communication efficiency.
- Led the full software development lifecycle using Agile Methodology.
- Designed visually appealing and user-friendly e-commerce and lead-gen websites using Adobe XD, boosting online conversions and customer engagement.
- **Environments include:** Laravel, Vue.Js, MySQL, REST API, GIT, Agile

SOFTWARE ENGINEER   6/2015 to 7/2018
Tata Consultancy Services

- Performed Java-based SFMS application development and maintenances. **MySQL** is used for the database modelling.
- **IBM WebSphere Messaging Queue (MQ)** is used as a supporting tool that is the channel between SFMS application and RBI for online transaction.
- The inter-bank messaging for the services like NEFT and RTGS were managed with the help of SFMS application that centralized the funds management services.
- Practiced test-driven development and different APIs developed by IDRBT is being implemented in the bank's testing environment and perform continuous testing.
- Controller of certifying authority is upgraded with license certificated (Public and Private key) that helps in UMAC generation by Authorizer's signature.
- **Environments include:** Java, J2EE, Bootstrap, jQuery, SQLite, Oracle, Spring, RESTful API, GIT, Agile