

Shubham Singh Talan

Delhi, India · talan.vader@gmail.com · +91-8595398234 · linkedin.com/in/shubhamtalan/ · github.com/shubhamtalan996

EXPERIENCE

Senior Software Engineer

Cimpress India, Bangalore

June 2021 - Present

- Led the development of **BoxUp's e-commerce platform** using **React.js**, **Next.js**, and **TypeScript**, from inception. Supported 15+ devices leveraging responsive design.
- Optimized web performance by improving web vitals and reducing initial load times by 40%, achieving high scores on **PageSpeed Insights** and **Lighthouse** in performance testing, enhancing both **Google search rankings** and overall user experience.
- Implemented backend services with **Node.js**, **Express**, **AWS S3**, and **AWS Lambda** for **invoice generation**, reducing operational costs and improving scalability through **serverless IAC**.
- Streamlined event-driven architecture using **SQS** and **SNS**, ensuring real-time notifications and efficient inter-service communication.
- Integrated a **headless CMS** and developed **end-to-end Playwright tests** for a **test-driven development**, reducing tech debt by 20% and improving code reliability, resulting in accelerated release cycles.
- Increased user conversion by 25% through data-driven insights using **segment tracking**, **Google Analytics**, and **Fullstory**.
- Collaborated with cross-functional international teams, managing projects end-to-end and mentoring junior engineers, driving successful delivery of high-impact features.

Software Developer

WheelsEye, Gurugram

October 2019 - May 2021

- Took ownership and led the development of a truck booking marketplace website, achieving phenomenal growth of a 10x increase in client onboardings and a 4x increase in trip bookings.
- Executed **Atomic design pattern**, saving 30% of the 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.
- Overhauled legacy multi-page internal website used by 200+ employees to **SPA** using **React.js** and **Redux**, resulting in improved performance and reducing lead generation time by 5 minutes.
- Developed a hybrid mobile web app using **Cordova**, resulting in a 40% increase in mobile traffic and a 15% rise in mobile-based transactions.

UI Engineer

Lybrate, Faridabad

August 2019 - October 2019

- Designed web pages using HTML5, CSS3, JavaScript, and AngularJS for a unique social network exclusively for doctors.
- Successfully resolved and remedied bugs, leading to a notable decrease of more than 10% in overall instances.
- Drove feature development for Goodkart e-commerce, boosting functionality and user experience.

EDUCATION

Netaji Subhash University of Technology

August 2015 - May 2019

Bachelor of Engineering Instrumentation and Control Engineering

Delhi, India

SKILLS

Frontend: JavaScript | TypeScript | HTML5 | CSS3 | NextJS | ReactJS | Redux | SASS | Tailwind | Framer Motion | Webpack | Segments | Google Analytics | CMS | E2E tests | Playwright | Cypress | Unit test | Jest.

Backend: Node.js | Express | JWT | SQL | MySQL | MongoDB | REST APIs | GraphQL | JSON.

Cloud: AWS | Docker | Linux | Serverless | AWS Lambda | Ec2 | S3 | SQS | NGINX | CI CD Workflows | Shell.

Tools: Confluence | Jira | Slack | Figma | Adobe | Chrome Devtools | GitHub | GitLab | VScode.

PROJECTS

Chat App:

July 2023

Spearheaded the creation of a user-to-user chat website, employing NextJS, TypeScript, Zod, and Tailwind, and achieving a remarkable 40% decrease in page load times.

- Leveraged Google authentication and Pusher for streamlined account creation and real-time notifications.
- Integrated Upstash Redis DB, resulting in a 25% acceleration in database updates and ultimately yielding improved user engagement.

CERTIFICATIONS

NodeJS - REST APIs, GraphQL:

January 2023

REST APIs, Node.js, 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.