

# APARNA SINGH

## FULL STACK WEB DEVELOPER

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### SUMMARY

Full-Stack Developer with 2 years of experience in building dynamic, end-to-end web applications. Skilled in developing responsive user interfaces using React.js and Next.js, and creating scalable, high-performance backend systems with Node.js and MongoDB. Passionate about delivering seamless digital experiences that enhance user satisfaction and support business growth.

### SKILLS

- Languages & Frameworks:** JavaScript, TypeScript, React.js, Next.js, HTML, CSS, TailwindCss, Redux, ContextApi
- Backend & Databases:** Node.js, Express.js, REST APIs, GraphQL, MongoDB, MySQL
- Tools & Platforms:** Git, Postman, Fiddler
- Soft Skills:** Teamwork, Time Management, Problem-solving, collaboration, Remote Work


### WORK EXPERIENCE

- Software Development Engineer, Kapiva** September 2023 – Present
- Developed a personalized Skin PDP for pigmentation/acne with targeted skin-type recommendations and a smooth two-step "Buy Now" flow, boosting conversions 25% and cutting cart abandonment 15%.
  - Built a Shilajit Comorbidity PDP featuring health-condition based product suggestions, multi-variant options, and detailed informational sections, increasing session duration 20% and add-to-cart 18%.
  - Designed a BP Care PDP with a focused single-product approach, highlighting compelling user success stories and enabling variant customization, improving engagement 30% and repeat purchases 12%.
  - Engineered a Dia-Free Juice PDP with an interactive health selector using React.js, providing personalized product recommendations, earning a 4.7/5 rating and 22% more conversions.
  - Created a Site Announcement Dashboard for real-time admin control of promotional banners across multiple PDPs and product pages, speeding up campaign deployment 40%.
  - Implemented dynamic Checkout Settings with seamless backend-frontend sync, enabling real-time UI updates of checkout values, reducing checkout errors by 35%.
  - Secured the platform by rigorously validating user inputs to prevent SQL injection and HTML attacks, improving security and stability with zero incidents over 6 months.
  - Integrated Jodit React Editor into the dashboard with rich media and formatting tools, enabling fast, real-time content updates and cutting publishing time by 50%.

### EDUCATION

- Full Stack Web Development** July 2022 – July 2023  
Masai School, Bangalore
- Bachelor in English Honors** July 2020 – August 2023  
BBMKU, Dhanbad

### PROJECTS

- ThePrettyPetals - 1800Flowers - clone** 
- Developed a clone of 1800Flowers.com, an online flower and gift delivery platform. Built and designed the admin panel with responsive UI and CRUD functionality. Created a responsive homepage and implemented features like sign-up, product pages, cart, checkout, and search.

### CERTIFICATIONS

- Prompt Engineering
- Masai Completion Certificate