Sidhartha Singh

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Experience

Amazon Ads — Edinburgh, United Kingdom
Software Development Engineer — Nov'22 – Present
- Designed and implemented APIs that dynamically loads table components' display configurations on the UI. This led to a reduction in the overall **page load time by 20**%, thus immensely improving customer experience.
- Worked on automating the UI testing of the Web application by writing tests using Cypress framework which saved 1**00+ hours** of engineer bandwidth which was usually spent on manually testing the UI.

Salesforce — Bangalore, India
Member of technical staff (SDE-2) — Oct'21 – Nov'22
- Worked on re-designing the database schema layer of the service excellence components of the Industry Cloud which is used by 10+ technology clouds services, **100M+ users & call volume of 50,000 TPS**.
- As a part of the Salesforce Industry Cloud's service excellence team, worked on developing new Salesforce applications using the proprietary App components which was later released to a 1**0,000+ customer base**.

Amazon — Gurgaon, India
Software Development Engineer — Jul'19 – Oct'21
- **Finance Automation, Hyderabad** – Internationally expanded the auto invoice-generation for retail vendors' invoices for European and middle-eastern countries, which enabled instant invoice generation for **1 million+ vendors** for faster payments
- **Amazon Lockers, New Delhi** – Single handedly developed and implemented a caching mechanism for a react-native application which provides the ability to control api-responses & mutations in an offline manner using AWS - AppSync
- Implemented several workflows on a react-native bundle application that appears on the Amazon' customer app with **500+ million downloads**
- Designed an accessibility app flow for the Amazon's customer app for differently-abled customers who have ordered their packages to the lockers. The app uses "talkback" to navigate customers to locker using voice feedback
- Highly scalable package lifecycle (order/delivery/pickup) management for a new type of Amazon locker which was launched in US & Spain
- Implemented a locker management solution for the new lockers with functions like provisioning a locker, generating OTP and managing capacity of lockers' slots for future package deliveries, which has helped the **10K+ customers** to order packages in lockers since
- Strategized and delivered operational readiness of crucial services by implementing Full-CD for automatic deployments; resource planning for festive peak loads & cost reduction. These activities **saved 100+ SDE hours** in deployments and reduced costs by 25% on resources.
- Designed a distributed architecture system that performs geocode to geo-fence matching of package's geocode data and provide data feedback to operations team to correct address's delivery geocodes. This increased the addresses' **data correctness by 10%** with no manual effort.

Black N Green mobile solutions — New Delhi
Software Engineering Trainee — Aug'18 – Sep'18
- Did code conversion of PHP based programs to Node, which resulted in 1.5x throughput of services
- Worked on company's WAP system. Built scripts for intra-database data migration from MySQL to MongoDB
- Built numerous cron jobs for automated disk space management, media file compression and dynamic IP tracing on product's Linux server

Little Black Book (LBB) — New Delhi
Software Engineering Intern — May'17 – Jul'17
- Wrote data migration scripts for WordPress' hierarchical data for migrating data from SQL to NoSQL database
- Created custom elements for the LBB's admin panel using Angular
- Code refactoring of the frontend for better readability and understanding

Projects

Job application system | Drexel University, PA, USA — Remote
Student project leader and Chief developer — May'18 – Jun'18
- Built a Job application system for the outsourcing class of Drexel University, Philadelphia, PA, USA
- Managed and influenced a team of four people by dividing responsibilities and assigning tasks
- Successfully developed a search engine for in-file keyword search on uploaded files

Drone 5iD | Amity University, IN — May'16 – Jun'16
- Developed a self-designed framework for reducing the efforts in setting up of RC drones
- Built an Android application that pairs up with an Arduino based quad- copter and sends byte-data
- Built a RC quad-copter drone using Arduino micro-controller for testing purposes

Skills

System Design
- Scalable system design using asynchronous programming using software patterns like builders and factories for highly extensible code
- High level design of distributed system's services.
- Extremely low latency systems using caching concepts to reduce system's wait time and give increased service throughput TPS
- Designing new REST APIs with client's token authorizations using Oauth
- Shell scripting skills using bash/python/JavaScript for quick automation of manual tasks to reduce recurring manual efforts
- Practical knowledge of Algorithm Design, Computer Networks, Mobile Application development and Database Management Systems

Services
- Cloud services (AWS): SQS queues, SNS notifications, DynamoDB NoSQL database, S3 storage, Data pipelines, Elastic Search, Lambda, EC2, ECS using Fargate, VPC, IAM and Stack cloud-formation
- Caching using Redis database server. Skilled in using SQS databases like MySQL and NoSQL databases like MongoDB

Programming languages
- Pro – Java, JavaScript
- Intermediate – Kotlin, BASH, C/C++, HTML/CSS, PHP, Python, SQL

Frameworks | Tools
- Software frameworks - Android, Arduino, AWS, MATLAB, NodeJS, ReactJs, React-Native (Hybrid Apps), Spring (Java), WordPress
- Testing frameworks – Cypress. Junit, Redux-saga-test-plan
- Libraries – jQuery, BLE-Nodejs, Redux, Redux-saga
- Development tools – Cron jobs, Git VCS, IntelliJ IDE, Postman

Education	**Adelphi University** Cultural Exchange Student	New York, USA Apr'18 – June'18
	Birkbeck College, University of London Cultural Exchange Student	London, UK Jan'18 – Apr'18
	Amity University Bachelor of Technology (B.Tech) in Computer Science & Engineering	Delhi, India 2014 – 2018

Selected Achievements
- Amazon - Awarded recognition in Dec'20 for the impactful contributions made to lockers product
- Selected president for the entrepreneurship cell, Amity University, 2017 – 2018
- Selected for ACM ICPC 2015 Amritapuri onsite regionals
- Scored 90% in CS in 2014 central board exams

Volunteer
- Volunteer at the Business Funding Show 2018 (Feb, London), which is Europe's biggest investment and crowd funding event for startups
- Core team member at Entrepreneurship Cell, Amity University since 2014. Coordinated, designed and volunteered in various entrepreneurial events

Leadership
- Excellent communication
- Problem solving skills
- Analytical skills
- Creativity
- Team Building Ability
- Team work