

## Skills

- Javascript, Java, HTML, CSS, TypeScript, React, Redux, MVC, Express.js, Spring Boot, SQL, MySQL, MUI, GitHub, Mixpanel, MERN, postman, REST API, AWS, Node.js

## Experience

### Senior Software Engineer (Fullstack)

Oct 2021 - Present

#### Optiwise.ai

- **Developed Enhanced Brand Content (EBC) and Generative AI features, driving +24% ARR**, while creating scalable React UI components and email templates that **boosted cross-sell conversions +20%** and **delivered +15% revenue growth**.
- **Reduced API response time by 30%** by developing and optimizing RESTful endpoints with Spring Boot and Java.
- **Improved app performance by 35%** via pagination, code-splitting, and lazy loading optimizations.
- **Cut testing time by 20%** with BDD workflows (Cucumber.js, Selenium) and achieved **90% unit test coverage**, while mentoring 5+ engineers on coding best practices.

**Tech Stack Used:** Reactjs, Typescript, Nodejs, Expressjs, MERN, Java, SpringBoot, MySQL, Cucumberjs, Selenium Webdriver, AWS, Python

### React Developer

Feb 2021 - Oct 2021

#### Appinventiv

- **Reduced page load times by 20%** by developing intuitive React-driven UI elements and integrating third-party APIs for a car spare parts e-commerce platform.
- **Led a team of 4 UI designers**, collaborating with mentors and stakeholders to translate business requirements into scalable, user-friendly UI components.

**Tech Stack Used:** Reactjs, Typescript, Expressjs, Nodejs, MERN, MVC

## Projects

### Block-Maps

🔗 <https://block-maps.vercel.app/>

**Optimized navigation efficiency by 80%** with a QR-based routing app, **reducing travel time by 55%**, while leveraging Mixpanel data-driven improvements to **enhance performance and engagement by 40%**.

**Tech Stack/Tools Used:** Reactjs, Typescript, Mixpanel

### Frontendmentor UI Designs

🔗 <https://www.frontendmentor.io/profile/goyal-Dushi>

Architected frontend with **SOLID** and **DRY** principles, cutting code redundancy 40% and maintainability gains; optimized performance achieving **30% reduction in load times** and faster efficiency.

**Tech/Tools Stack Used:** Reactjs, Typescript, Vercel

## Achievements

1. [AI Agent Development with Google/Kaggle](#) : Learned to leverage Agent Development Kit ( ADK ) to create agents to solve real world problems
2. [Sponsored Videos](#): Applied video branding to boost visibility and sales on Walmart;  
[Measurement and Reporting](#): Evaluated ad spend impact, revenue performance, and generated optimization reports.

## Education

**AKU - Dr. A.P.J Abdul Kalam University**  
BE/B.Tech/BS

2020