

ASMITA SHINDE

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[Github](#), [Projects](#), [LinkedIn](#)

Solution-driven Software Engineer bringing more than 7 years of experience leading website and mobile design projects, including gathering user requirements, producing code, creating mockups and enhancing designs. Skilled in collaborating with multidisciplinary teams of engineers, designers, clients, and stakeholders to ensure successful project outcomes.

PROJECTS

Ava: ChatGPT Bot For Expecting Mothers. (React, CSS, HTML, ChatGPT)

- ChatGPT chatbot tailored for expectant mothers, providing a non-judgmental platform to address concerns and obtain information.

ThemeToggler: Customize Website Theme, Accents, Borders, Sound, Motion. (CSS, HTML, JS)

- Toggle options for customizations, dynamic previews and responsive design.

Reach Food: Visually Captivating Recipe Cards. (Tailwind CSS)

- Card layout demonstrating the power and flexibility of Tailwind's layout properties.

Bean Browser: A React Native UI For Coffee Purchases. (React Native, Tailwind CSS)

- UI created using React native. It uses card layout to display coffee to buy.

Asmi's Bakery: Bakery Landing Page. (MidJourney, Figma, GSAP Animations)

- Designed images with MidJourney, enhanced in Photoshop, arranged in Figma, and animated with GSAP.

PROFESSIONAL EXPERIENCE

MyPopupPal, Boston, MA

2020 – 2022

Software Engineer

- Collaborated closely with customers to gather requirements and specifications for their personalized products, ensuring tailored and unique experience for each user.
- Managed inventory and coordinated with suppliers to ensure steady supply of materials for production, optimizing stock levels and reducing costs by 20%.
- Developed and integrated a Python-based automation tool with Adobe Illustrator's API for real-time image conversion into hexagonal structures, amplifying customization potential and user engagement.
- Customized Shopify's liquid templates for enhanced product visualization, offering real-time 3D previews and streamlining customer purchase decisions.
- Addressed customer inquiries, resolved concerns, and delivered exceptional customer service.
- Worked closely with a multidisciplinary team of artists, designers, and production staff, fostering a collaborative and creative work environment that led to successful launch of 50 innovative products.

Mathworks, Natick, MA

2015 – 2020

Web Software Engineer

- Designed, implemented, and delivered menu functionality for *App Designer* using HTML, CSS, JavaScript, TypeScript, MATLAB, and C++.
- Worked on enabling content menu functionality for app designers, employing a combination of HTML, CSS, JavaScript, TypeScript, MATLAB, and C++. This significantly expanded versatility

and customization options for users, contributing to more dynamic and user-friendly applications.

- Maintained regular communication with team members and stakeholders, providing progress updates, addressing concerns, and ensuring alignment with project objectives and timelines.
- Prioritized and addressed bugs promptly based on their impact and urgency, adhering to established guidelines and keeping bug count below 3.
- Implemented mouse and keyboard interactions using HTML, CSS, JavaScript, MATLAB, and C++, resulting in enhanced user interaction and intuitive controls within *App Designer*.
- Collaborated closely with web accessibility engineers to ensure compliance with accessibility standards, thereby maximizing usability and inclusivity for a diverse user base.
- Conducted comprehensive unit testing to ensure optimal browser functionality, identifying and resolving issues to deliver seamless and consistent user experience.

Freescale Semiconductor(NXP) , Chandler, AZ

2013 – 2015

Web Software Engineer

- Designed and developed mobile applications for clients on Android and iOS platforms using HTML, CSS, and JavaScript, leveraging Cordova. These apps showcased pricing and features of Freescale products, including competitor pricing.
- Implemented and interacted with SQLite database to retrieve relevant information within the mobile app.
- Planned and implemented RESTful web services to capture analytics for the company website, utilizing Adobe Analytics.
- Led the development team in successfully delivering a mobile app for Android and iOS platforms using PhoneGap, AngularJS, and Ionic. This app empowered the Freescale sales department to gather valuable information from clients regarding new products.
- Maintained regular communication with stakeholders and clients, providing technical expertise and knowledge to ensure project success.
- Conducted unit testing of web applications and actively resolved any issues that arose.

New York Air Brake, Dallas, TX

2013 – 2013

Software Developer Intern

- Big data reporting and analysis using Splunk.
- Investigated software bug reports, generated reports and change requests using BIRT reporting framework.

Beplused.com, Dallas, TX

2012 – 2012

Software Developer Intern

- Identified and reported bugs on the website, ensuring timely resolution and improved user experience.
- Implemented search model, search view, and search controller using Zend and PHP, enhancing site's search functionality.
- Actively participated in daily stand-up meetings, providing updates on progress and aligning with team's goals.
- Shadowed experienced developers to gain valuable insights into job duties and tasks, fostering professional growth and knowledge acquisition.

EDUCATION

University of Texas at Dallas, Richardson, TX

2013

Master of Science in Computer Science

SKILLS

Skills: HTML, CSS, JavaScript, TypeScript, AngularJS, ReactJS, Tailwind CSS, Figma, C++, MATLAB, Python, NodeJS, Git