Vartik Aggarwal

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Education

Thapar Institute of Engineering and Technology   Jul 2018 – Jul 2022
Bachelor of Technology in Computer Science   *Patiala, Punjab*

Technical Skills

Languages: TypeScript, JavaScript, C/C++
Developer Tools: Git, Jira, Postman, VS Code, Sublime
Technologies/Frameworks: NodeJS, ExpressJS, AWS, Lambda, S3, Docker, Linux, SQL, MongoDB, Redis, REST, Data Structures and Algorithms

Experience

Honasa Consumer Ltd. (Mamaearth)   Jul 2022 – Current
Software Engineer   *Gurugram, Haryana*

- **Gift Card:**
    * Engineered a comprehensive referral system that incentivized existing customers to refer new clients, resulting in a 7-8% increase in new customer acquisition within the first quarter of launch.
- **QR Code (Razorpay):**
    * Enhanced payment efficiency with Razorpay QR code integration, driving a 15% increase in transaction success rates, reducing checkout time, and elevating customer satisfaction through seamless and user-friendly payment experiences.
- **Referral System:**
    * Led the end-to-end design and deployment of a referral system, incorporating reward logic and engagement strategies, achieving a 20% increase in user acquisition and conversion rates, while improving customer retention.
- **Coupon Savings:**
    * Developed a feature to display potential savings before coupon application, empowering customers to make informed purchasing decisions and increasing average order value (AOV) by 30%
- **Monolithic to Microservices Transition Contribution:**
    * Spearheaded the transition from a monolithic architecture to microservices, achieving a 10% reduction in response time while enhancing system scalability and enabling seamless integration of future features for better performance.

- **In-House OTP Service:**
    * Migrated OTP service from Gupshup to in-house infrastructure, reducing third-party API calls and cutting costs by 50%, while enhancing API performance, reliability, and operational efficiency.
- **Cross-Brand Sampling Feature:**
    * Introduced a system that allows customers to order samples from one brand while shopping for another, limiting each customer to a fixed number of samples to prevent repeat orders and boosting the sample brand's customer base by 4%.
- **API Optimisations**
    * Optimized 10+ APIs by implementing advanced caching mechanisms, refining SQL queries for faster execution, and leveraging database indexing to enhance data retrieval efficiency.
    * Achieved a 40% reduction in response times, elevated system scalability, and ensured seamless user experiences under high traffic conditions.
- **Real-time Order Tracking (Shiprocket)**
    * Developed and implemented a ShipRocket integration for live order tracking capabilities; this effort improved overall transparency in shipping processes while simultaneously reducing incoming user inquiries by up to 30%.
- **Homepage Redesign and Personalization Enhancement**
    * Launched a strategically-embedded user preference questionnaire on the homepage, leading to an increase in user-generated insights; the tool now supports over 500 personalized recommendations.
    * Boosted homepage engagement, increasing Add-to-Cart (ATC) actions by 7%.

Awards

- **Honasa Avengers Award** - Recognized for API Optimization efforts.
- **Honasa Chess Champion** - Received first prize in chess in Honasa Sports League.