

SHIPPU YADAV

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CAREER OBJECTIVE

To pursue a successful career in the corporate world which nurtures professional growth, rewards innovation, values integrity and acknowledges hard work.

TECHNICAL SKILLS

- **Backend Technologies:** PHP, Node.js, Express.js, Typescript
- **Frontend Technologies:** HTML5, CSS3, Bootstrap, Javascript, AJAX, React.js
- **Database:** MYSQL, PostgreSQL, MongoDB
- **Caching:** Redis
- **DevOps Tools:** Docker, AWS, NGINX
- **Tools & Version Controls:** Git, GitHub, JIRA, Postman

EXPERIENCE

ENS Enterprises PVT LTD | Noida, UP | Jan 2022 - Present

Tech Lead | Software Engineer | ONDC API Developer

- Increased seller registrations on our portal by {30%} through streamlined onboarding processes.
- Managed around 200 individual seller accounts through a highly scalable RESTful API integration
- Enhanced SQL queries for critical retail processes, resulting in a reduction in load times.
- Implemented return APIs for transactions, improving efficiency in **liquidation** and **RTO processes**.
- Contributed in migration of data from Heroku to GCP, ensuring a robust and scalable database solution
- Integrated {20+} complex **stored procedures** in PostgreSQL, streamlining data processing workflows.
- Achieved a {40%} reduction in search API execution time with **Redis caching** implementation.
- **Issue and Grievance management:** Designed an ONDC grievance system (**IGM**) that improved customer satisfaction scores by {25%} by reducing resolution time.
- **Personal Loan:** Integrated Personal Loan APIs as per ONDC protocols, enhancing service offerings.

Insydin Technologies Pvt Ltd | Faridabad, HR | Aug 2021 - Dec 2021

Web Developer | Internship

- Developed web applications using PHP and MySQL.
- Created professional email templates and WordPress pages, enhancing user engagement metrics.
- Managed client interactions for projects, contributing to UI development and design improvements.
- Uploaded products, streamlining the inventory management process.
<https://www.mechaniclane.com> | <https://faujiwealth.in>

PROJECTS

The UShop (ISN seller on ONDC platform)

- Integrated APIs from **search flow to order flow** as per **ONDC protocols**.
- Handled product syncing with Shopify
- Implemented API versioning, enabled seamless updates, handled backward compatibility (Retail **V1.1.0 to V1.2.0**)

XpressBaazaar | Ideamasters | Hexbit (MSN on ONDC Platform)

- <https://ondcadmin.xpressbaazaar.com>
- <https://multipleselleradmin.thesellerapp.com>
- <https://admin.ondc.hexbit.io>

EDUCATION

Maharshi Dayanand of University

- Bachelor of Science in Computer Science

2016 - 2020

Haryana Board of Education

- Higher Education
- Secondary Education

2015 - 2016

2014 - 2015

CERTIFICATION

- ONDC - Seller Certification
- MERN Stack Developer (DUCAT)

PASSIONS

- Dancing | Reading Novels | Writing