

# APARNA SHARMA

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🌐 [Portfolio](#)

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## Work Experience

### Senior Software Engineer - Full Stack Developer

Oct 2025 – Present

*PayPal*

*Bengaluru, India*

- Architected scalable campaign workflow architecture using **Node.js (Express)**, **Redis caching**, and optimized data models, supporting **5K+ API requests/min** and reducing response time by **40%**.
- Engineered backend systems with **approval workflows**, **RBAC**, and audit-ready APIs, handling **50K+ transactions/day** and improving system reliability while reducing production issues by **30%**.
- Led development of Campaign Management (V2) UI using **React.js** and **Redux**, serving **80K+ users** and improving workflow efficiency by **30%**.
- Built advanced features like **Publish History**, **version diff**, and rollback flows, reducing campaign errors by **25%** across **10K+ campaigns/month**.
- Improved frontend performance by **35%** through **Redux caching** and optimized state management for large datasets (**100K+ records**).

### Technical Lead - Full Stack Developer

Nov 2024 – Oct 2025

*Dentsu*

*Bengaluru, India*

- Led scalable application development using **MERN**, driving architecture and best practices.
- Migrated monolith to **microservices** with **Kafka**, reducing downtime by **30%**.
- Implemented **Redis caching** and optimized backend services using **Node.js**.
- Standardized APIs with **Swagger** and mentored developers across teams.

### Senior Software Developer - Full Stack Developer

Apr 2023 – Oct 2024

*Merkle (Dentsu)*

*Bengaluru, India*

- Designed and built a reusable **component library**, standardizing UI patterns and accelerating development across multiple projects.
- Implemented scalable state management using **Redux**, **RTK Query**, and **Formik**, optimizing data flow and reducing redundant API calls.
- Optimized frontend performance by improving **Core Web Vitals**, reducing load time and enhancing user experience across enterprise applications.
- Contributed to **API design and integration** using **GraphQL and Node.js**, improving data flow efficiency and enabling scalable full-stack architecture.

### Frontend Developer

Aug 2021 – Mar 2023

*Merkle (Dentsu)*

*Bengaluru, India*

- Led frontend for multi-region eCommerce platforms (USA & Canada).
- Built dashboards and improved UX with **Algolia search**.
- Collaborated on **Node.js APIs** and improved accessibility standards.

### PHP Developer

Aug 2018 – Jul 2021

*ONS Tech*

*Chandigarh, India*

- Developed web solutions using **PHP** and CMS platforms.
- Implemented **Redis caching**, improving performance by **40%**.
- Built internal tools and automated workflows for CRM systems.

### Trainee

Jan 2018 – Jul 2018

*ONS Tech*

*Chandigarh, India*

- Developed a project management system with reporting and database design.

## Education

### B.E., Computer Science & Engineering

2014 - 2018

*Chitkara Institute of Engineering and Technology*

*India*

## Technical Skills

**Languages:** JavaScript, TypeScript, PHP, Java

**Frameworks/Libraries:** React.js, Next.js, Node.js, Express.js, Redux Toolkit, Tailwind CSS

**Databases:** MongoDB, MySQL, Redis

**Tools:** Git, GitHub, Postman, VS Code, Socket.IO

**Other:** REST APIs, System Design, WCAG Accessibility, Figma