

# SHITAANSHU SINGH

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## BIO

Full Stack Developer with 2+ years of experience building scalable web applications using React.js, Next.js, Node.js, Express.js, and MySQL. Skilled in API integration, cloud infrastructure (AWS), and data pipelines, with a strong foundation in UI/UX, performance optimization, and DevOps workflows. Passionate about creating modern, user-centric products across e-commerce, retail, and SaaS domains.

## SKILLS

Languages	JavaScript, TypeScript, Java
Frontend Frameworks	React.js, Next.js, Redux Toolkit, Tailwind CSS, Bootstrap, Ant Design
Backend Frameworks	Node.js, Express.js
Databases	MySQL, MongoDB, PostgreSQL
Dev & Cloud Tools	Git, GitHub, Docker, AWS (EC2, S3, Lambda), Visual Studio Code, Postman

## EXPERIENCE

**Sellco AI (Parent Company: Baby & Mom Retail Pvt Ltd), Software Developer (Full Stack) |** Nov 2024 - Present  
Office (New Delhi, India)

- Led end-to-end R&D on **Amazon Advertising API**, **Amazon Selling Partner API**, and **Amazon Vendor API** integration.
- Designed and implemented a robust data pipeline pulling data from Amazon Ads to **Google BigQuery**, integrating **AWS SQS**, **CloudWatch**, and **Lambda** for hourly streaming.
- Created **OAuth2.0** authorization flows for Amazon Ads, Seller, and Vendor login systems.
- Configured **AWS Marketing Stream** for automatic data sync, logging, and metric monitoring.
- Deployed high-availability backend infrastructure on **AWS EC2** with CI/CD pipelines and IAM role management.
- Implemented multi-layered API caching (Redis) and throttling mechanisms to boost performance on distributed architecture.
- Created intelligent failure retry pipelines and background queue processors with visibility timeout using AWS.
- Developed **Sellco AI's proprietary AI Chatbot** using **MCP Server**, providing sellers with personalized recommendations, over-performance analysis, and sales trend insights.
- Improved system scalability by containerizing services and integrating monitoring using AWS tools.
- Coordinated with product teams for real-time reporting dashboards and integrated advanced analytics workflows.

**Waviator Solutions Pvt Ltd, Software Developer (Full Stack Developer) |** Office (New Delhi, India) Sept 2023 - Nov 2024

- Collaborated with cross-functional teams to build omni-channel retail management platforms.
- Developed reusable UI components using **React.js**, **Next.js**, **Tailwind CSS**, and **Redux Toolkit**.
- Created REST APIs using **Express.js** and integrated them with front-end apps.
- Worked with relational and NoSQL databases: **MySQL** and **MongoDB**.
- Integrated third-party APIs including logistics, payment gateways, and inventory sync providers.
- Optimized codebase and database queries, improving load times and overall application responsiveness.
- Reviewed and refactored code for maintainability, modularity, and scalability.
- Contributed to over **3 full-cycle projects**, ensuring timely feature delivery and client satisfaction.
- Wrote clear documentation for endpoints, workflows, and data models for team onboarding.

**Learnbay Vista Pvt Ltd, Full Stack Developer (Intern) |** Remote (India) Jan 2023 - June 2023

- Built interactive web apps using **React.js**, **Redux**, and REST APIs.
- Developed UI using **HTML5**, **CSS3**, **JavaScript**, and integrated **Bootstrap** / **Tailwind CSS**.
- Implemented server-side logic using **Express.js** and Node.js.
- Used **Git** and GitHub for version control and collaboration.
- Integrated third-party libraries (e.g., Chart.js, Axios) to enhance application functionality.
- Resolved browser compatibility issues and optimized performance across devices.
- Maintained code quality by writing modular and testable components.

## EDUCATION

**St Francis Institute Of Technology Mumbai, B.Engg in Information Technology |** Mumbai, India Aug 2022  
GPA: 8.50 / 10

Conferences: IEEE, 2022 International Conference on Computing, Communication, Security and Intelligent Systems (IC3SIS)

Courses: DBMS | Structural Programming Approach | Big Data | Software Engineering | Web Development | IOT | DevOps | Machine Learning | Applied Mathematics