

APARNA SINGH

FULL STACK WEB DEVELOPER

Bangalore, Karnataka | aparnasingh0426@gmail.com | +917079288548

[LinkedIn](#) | [Github](#)

SUMMARY

Full-Stack Developer with 2 years of experience in building dynamic, end-to-end web applications. Skilled in developing responsive user interfaces using React.js and Next.js, and creating scalable, high-performance backend systems with Node.js and MongoDB. Passionate about delivering seamless digital experiences that enhance user satisfaction and support business growth.

SKILLS

Languages & Frameworks: JavaScript, TypeScript, React.js, Next.js, HTML, CSS, TailwindCss, Redux, ContextApi

Backend & Databases: Node.js, Express.js, REST APIs, GraphQL, MongoDB, MySQL

Tools & Platforms: Git, Postman, Fiddler

Soft Skills: Teamwork, Time Management, Problem-solving, collaboration, Remote Work

WORK EXPERIENCE

Software Development Engineer, Kapiva

September 2023 - Present

- Developed a personalized Skin PDP for pigmentation/acne with targeted skin-type recommendations and a smooth two-step "Buy Now" flow, boosting conversions 25% and cutting cart abandonment 15%.
- Built a Shilajit Comorbidity PDP featuring health-condition based product suggestions, multi-variant options, and detailed informational sections, increasing session duration 20% and add-to-cart 18%.
- Designed a BP Care PDP with a focused single-product approach, highlighting compelling user success stories and enabling variant customization, improving engagement 30% and repeat purchases 12%.
- Engineered a Dia-Free Juice PDP with an interactive health selector using React.js, providing personalized product recommendations, earning a 4.7/5 rating and 22% more conversions.
- Created a Site Announcement Dashboard for real-time admin control of promotional banners across multiple PDPs and product pages, speeding up campaign deployment 40%.
- Implemented dynamic Checkout Settings with seamless backend-frontend sync, enabling real-time UI updates of checkout values, reducing checkout errors by 35%.
- Secured the platform by rigorously validating user inputs to prevent SQL injection and HTML attacks, improving security and stability with zero incidents over 6 months.
- Integrated Jodit React Editor into the dashboard with rich media and formatting tools, enabling fast, real-time content updates and cutting publishing time by 50%.

EDUCATION

Full Stack Web Development

July 2022 - July 2023

Masai School, Bangalore

Bachelor in English Honors

July 2020 - August 2023

BBMKU, Dhanbad

PROJECTS

[ThePrettyPetals - 1800Flowers - clone](#)

Developed a clone of 1800Flowers.com, an online flower and gift delivery platform. Built and designed the admin panel with responsive UI and CRUD functionality. Created a responsive homepage and implemented features like sign-up, product pages, cart, checkout, and search.

CERTIFICATIONS

- [Prompt Engineering](#)
- [Masai Completion Certificate](#)