

# Rishabhdeep Singh

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## WORK EXPERIENCE

### Web Solutions Engineer | Google

Nov, 2021 - present

- Designed an internal tool for large-scale Google Ads account management, featuring revenue forecasting, data collation, and visualization charts aiding business specialists in strategic planning and improving client outcomes.
- Helmed cross-team collaboration by developing pipelines, resulting in 2-3 FTE cost savings for the organization.
- Developed automated workflows to streamline issue resolution for Google Ads customers, leading to increased customer satisfaction and reduced support workload.
- Expanded legacy workflows to support **Performance Max** campaigns, improving the user experience through streamlined appeal processes and faster issue resolution.
- Optimized Google Ads customer data management by migrating to **graph databases**, resulting in a xx% reduction in query response times.
- Designed and migrated multiple tools from one datasource to other achieving of database Optimized
- Contributed to successful launch of Google Capture the flag by developing challenges and contributing as oncall.

### Software Developer | ZestMoney

Oct, 2020 - Nov, 2021

- Worked on the user's onboarding flow for the ZestLife Mobile App to add up to 10,000+ customers.
- Tracked users using Mixpanel to help improve the user experience and uplift the conversion rate by 13%.
- Working as the main lead of iOS app and driving the team regularly by solving and reducing complex tasks.
- Helped the team fix some deprecated and slow libraries which increased conversion rate by 7%.

## PROJECTS & INTERNSHIP

### Google Code-In Mentor | OpenRoberta Lab

Dec, 2019 - Jan, 2020

- Mentored 39 students on 13 tasks, offering code explanations and troubleshooting via Open Roberta Lab.

### Software Developer | Intugine Technologies

May, 2019 - Jul, 2019

- Developed data collection strategies (Open Street Map) for improved ETA prediction by 27%, built modules for trip management and designed distributed algorithms to optimize tracking accuracy (20% deviation reduction).
- Automated Billing and Late Trips Report which are circulated monthly or daily using **AWS Lambdas**

### Software Developer | Google Summer of Code (OpenRoberta Lab)

May, 2018 - Aug, 2018

- Developed a local server and Web-View integration using the Chromium Embedded Framework (CEF) to tailor UI features for a standalone software version.
- Combining the **Blockly** elements with the Parts of USB program to allow it to work with the local Robots.
- Finally bundling the app as an Android app which helps in transferring the code directly to the robot using mobile.

## SKILLS & EXPERTISE

**Programming Languages :** Java, Kotlin, C++, Python, TypeScript, Maven, Bash, HTML, CSS,  $\LaTeX$

**Frameworks & Libraries :** Angular, Flutter, Chromium Embedded Framework, Electron

**Database, VCS, UI/UX:** Spanner, MySQL, Graph DB, MongoDB, Git, Github

## ACADEMIC DETAILS

Education	Institute	Year
B.Tech (Mechanical)	Indian Institute of Technology, Kharagpur	2020
Senior Secondary:	Guru Ram Dass Academy Sr. Sec. School, Aujla	2016

## ACHIEVEMENTS & CO-CURRICULAR ACTIVITIES

- Secured **1st rank** among 340k+ students in Senior Secondary in Punjab School Education Board, 2016-17
- Frequently participate in Capture the flag(CTF's) and also volunteer in **DEFCON-28** and **DEFCON-29**.