Vanshika Madaan

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EDUCATION

- **University Institute of Engineering and Technology** — Kurukshetra, Haryana
  Bachelor of Technology - Computer Science and Engineering; CGPA: 8.23 — 2020-2024

SKILLS SUMMARY

- **Languages**:   Python, JavaScript, Java, C, C++
- **Frameworks**:   Next.js, React.js, Node.js, Bootstrap, CSS, jQuery
- **Tools**:   GIT, MySQL, MongoDB, Firebase

EXPERIENCE

- **CBytes** — August 2023 – Present
  Front End Developer — *Remote*
  - Spearheaded the development of a dynamic website with a node-based editor, facilitating seamless flow management. Leveraged JavaScript to create an interactive interface, ensuring a user-friendly experience.
  - Successfully crafted an efficient Android application utilizing React Native, contributing to a user-friendly and responsive mobile interface.
  - Streamlined operations by integrating the platform with various third-party applications, such as Google Meet and Razorpay, enhancing the overall functionality and user experience.

- **Lernx** — February 2023 – August 2023
  Full Stack Developer — *Remote*
  - Played a key role in the development of FitPlush, a comprehensive Virtual Clinic platform.
  - Implemented various features, including patient management, appointment scheduling, online prescription services, live doctor consultations, and inventory management, enhancing the overall functionality and user experience.

PERSONAL PROJECTS

- **Carhive - Link**   **(React.js, Node.js, Express.js, MongoDB)**

  - Car Rental Application Integration: Developed CarHive, a car rental website that integrates with Axis Finance to evaluate user applications and provide real-time approval decisions for car purchases.
  - Dynamic Affordability Suggestions: Implemented a feature to display alternative car options based on the user's financial eligibility if their original application is not approved.
  - Seamless User Experience: Designed an intuitive interface that simplifies the process of applying for car financing and presents personalized recommendations for affordable cars.
  - API Integration: Integrated third-party APIs to automate finance application submissions and retrieve real-time decisions for improved user experience.

- **Makemyvision -Link**   **(React.js, Node.js, Express.js, MongoDB)**

  - An optimized e-commerce platform using the MERN stack for eyeglass and sunglasses enthusiasts.
  - Integrated product filtering and secure user authentication via Google, WhatsApp, and email using JWT and Passport.js.
  - Utilized Shadcn UI library and optimized state management with Redux Toolkit Query.

- **Google Forms Clone - Link**   **(React.js, Node.js, Express.js, MongoDB)**

  - Enabled creation of various question types, including Short Answer, Long Answer, Dropdown, and MCQ, enhancing the versatility of the platform.
  - Implemented intuitive drag-and-drop functionality for easy reordering of question cards and options, ensuring a seamless user experience.
  - Streamlined form management through an intuitive dashboard interface, simplifying the process of handling and organizing forms.

Social Media Management

Social Media Manager February 2024 – Present
Instagram: @justcaffeinated.in *Remote*
- Manage the Instagram page for justcaffeinated.in, a platform selling premium coffee and tea products.
- Develop and implement creative strategies to boost brand awareness, leading to increased follower engagement and growth.
- Create and curate visually appealing content, including photos, videos, and captions, in line with brand messaging.
- Monitor performance through analytics and adjust strategies to optimize engagement, impressions, and reach.

Social Media Manager July 2024 – Present
Instagram: @serenespaceaquarium *Remote*
- Manage the Instagram page for serenespace.in, a brand offering aquariums, terrariums, and custom aquariums.
- Create content strategies focused on promoting a wide range of aquatic and terrarium products to boost online visibility.
- Design visually compelling posts and stories to engage the community of aquarium and terrarium enthusiasts.
- Utilize analytics to monitor performance and optimize content for better reach, impressions, and engagement.

Social Media Manager July 2024 – Present
Instagram: @tulipaqua *Remote*
- Manage the Instagram page for @tulipaqua, which sells aquarium-related products like sand, nano rocks, boulders, and roots.
- Develop engaging content strategies focused on aquarium product enthusiasts, enhancing brand awareness and driving sales.
- Create and share high-quality visual content, including product showcases and educational posts about aquarium setups.
- Leverage analytics to continuously refine content strategies, ensuring optimal engagement and growth.

Volunteer Experience

Head - Technical Support Team Kurukshetra, India
Google Developer Student Club, UIET *Nov 2022 - Aug 2023*

Web Developer Remote
Sarthi (NGO) *Mar 2021 - Oct 2022*