

# SRIVATSAV CHINTA

## Product, UX and Growth | Software Engineer

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Budding Product Manager with 3 years of experience in Software Engineering (UI), owning user-facing problems end to end from discovery to delivery. Improved adoption, growth and performance through analytics-led UX and experimentation, including increasing mobile adoption and scaling a recommerce platform to thousands of users.

## PROFESSIONAL EXPERIENCE

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### Cognizant

#### Software Engineer

Sep 2023 - Present

- Increased mobile adoption by **23%** across **200K+** users through targeted mobile-responsive UX improvements
- Reduced page load time by **~200 ms**, improving application responsiveness and user experience across devices
- Eliminated around **13 MB** of redundant network traffic per session, enhancing performance and memory efficiency
- Refined **100+** user stories to deliver scalable features like improved mobile navigation and responsive layouts
- Achieved **30%** faster feature delivery by leading early MVP prototyping and implementing Next.js SSR
- Reduced overall codebase size by **20%** by developing reusable UI components that improved maintainability
- Ranked **Top 10** in a hackathon for proposing a solution that automated cloud migration tasks, reducing manual effort by **~8 hours** per migration.

#### Software Engineer Trainee (Internship)

Mar 2023 - Sep 2023

- Built **12** responsive and scalable UI features aligned with architecture, user workflows and product requirements
- Wrote scripts for **56** applications using Google APIGEE Tool to manage, secure and deploy backend APIs

## PERSONAL PROJECTS

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### Product Improvement, Metrics | Recommerce Website

*An online marketplace for refurbished electronics with 7.5K+ active users*

- Grew monthly users from less than **100** to **7.5K+** by improving organic discovery and product browsing experience
- Increased mobile traffic share to **55%** by identifying adoption gaps and driving mobile-first UX improvements
- Achieved **7X** growth in enquiries and **60%** sales increase by analysing search behaviour and prioritising high-intent categories post MVP launch without any paid acquisitions
- Drove **1.23M** additional impressions in two months through A/B testing on collection and product pages
- Generated **~4%** of total traffic from AI search platforms by optimising content discovery and indexing strategy

### AI-Assisted Game Prototype | Matiks Mathiss

*A reflex-based math arcade game inspired by Nokia Snake and Matiks with 300+ visitors and live equation gameplay*

- Used Stitch and Lovable for AI-assisted prototyping, gameplay iteration, and UX

## EDUCATION

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### Bachelor of Technology | ECE (CGPA: 8.2)

Gayatri Vidya Parishad College of Engineering

2019 - 2023

## SKILLS

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- **Product Skills:** Product Analytics | User Experience | Root Cause Analysis | Feature Prioritization | MVP Prototyping | PRD | Stakeholder Communication | A/B Testing
- **Tools:** Jira | Confluence | Google Analytics | Google Search Console | Microsoft Clarity
- **Tech Stack:** Next.js | React | TypeScript | JavaScript