

# NEERAJ BAIPUREDDY

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## Education

### University Of Washington

Master of Science In Computer Science And Software Engineering

Sep. 2023 – Present

Bothell, Washington

### Bennett University

Bachelor of Technology in Computer Science and Engineering

July. 2017 – July. 2021

Noida, India

## Skills

- React.js
- ember.js
- Material-UI
- Supabase
- Git
- Accessibility
- Next.js
- TypeScript
- GraphQL
- Firebase
- Sanity CMS
- Redux
- JavaScript
- MySQL
- Python
- Motion Design
- React Native
- TailwindCss
- Java
- AWS
- Clean Code

## Experience

### Digitalage

Lead Product Designer And Developer

July 2022 – August 2023

California, United States

**Social Media Platform Leveraging AI, AR/VR, and Web3**    *Next.js, React-Native, React.js, Vision OS, Figma*

- Designed and developed the Digital Age logo animation using After Effects, enhancing brand identity. [Link]
- Created low-fidelity designs in Balsamiq and high-fidelity designs in Figma for a social media platform, incorporating user feed, responses, like, share, repost functionalities, user personas, and advanced content-filtering features.
- Developed augmented reality, web, and mobile demos for social media platform features using Next.js, TailwindCSS, Framer Motion, React Native, Redux, and Vision OS, demonstrating cutting-edge capabilities. [Link 1] [Link 2] [Link 3]
- Designed and developed the corporate website using Next.js, TailwindCSS, and TypeScript, ensuring a robust, scalable, and visually appealing online presence. [Link]

### Linkedin

Software Engineer (CW)

July 2022 – August 2023

Pune, India

**Edamame-LinkedIn's acquisition and integration of Edubrite** [Link]    *React, JavaScript, ember.js, JSP GraphQL*

- Contributed to integrating Edubrite's player into LinkedIn Learning with IFRAME and developed key features: an image upload for assessments and a "Mark for review" option (JAVA, JSP, Ember.js), enhancing interactivity, functionality, and user assessment review efficiency.
- Delivered critical support to premier clients including Salesforce, Tableau, VMware, and Apple, driving enhancements in product features to align with client-specific demands.
- Helped with organizational tasks such as moderating our weekly dev meetings.

### Edubrite - Now Part Of LinkedIn

Full Stack Developer

July 2021 – July 2022

Pune, India

**Edubrite Product** [Link]

*HTML, CSS, jQuery, JavaScript, Java, JSP, Velocity*

- Engineered interfaces and list pages for Salesforce, Tableau, Apple, VMware using Velocity, JavaScript, HTML, CSS, and Edubrite's backend, enhancing user experience and data management.
- Successfully deployed Edubrite's Learning Management System (LMS) on the Atlassian marketplace, utilizing IFRAME technology for seamless application embedding and user accessibility.
- Contributed to the AI-ML team by developing a course recommendation engine for VMware, enhancing user course selection.

**TrailHead** [Link]

*HTML, CSS, jQuery, JavaScript, Java, JSP, Velocity*

- Trailhead Academy project, a Salesforce initiative for hands-on, expert-led training in Salesforce technologies, fostering skills development and professional credentialing.
- Adapted Edubrite's custom course-player for Salesforce, delivering content including TrailHead, tests, and lessons (Java, MySQL, jQuery, JSP, HTML, CSS), boosting content accessibility and engagement.
- Integrated Salesforce's scratch-org API into Edubrite's player with Velocity, GraphQL, JavaScript, jQuery, synchronizing user activities and automating certificate issuance, enhancing user experience and course tracking.

- Devised an algorithm in JAVA and JavaScript for personalized course recommendations, significantly improving user engagement and learning paths.
- Implemented a checkout flow for course subscriptions using JAVA, JavaScript, Velocity, DocuSign, and CyberSource, streamlining the purchase process and enhancing user transaction experience.

## Mckinley And Rice

Feb 2021 – July 2021

Front-End Engineer

Pune, India

**Mckinley And Rice Website [Link]**

*Next.js, React.js, Material-UI, Redux, Lottie*

- Created McKinley and Rice’s outsourcing website with Next.js for SEO optimization and used Material-UI and Lottie for a sleek, animated user interface, boosting engagement and search visibility.
- Developed cross-platform mobile apps with React Native and responsive websites using React.js, Next.js, and Redux, enhancing user engagement across devices.
- Handled end-to-end product development, from design to deployment, ensuring streamlined functionality and user experience.

**Code.D Chat [Link]**

*React.js, Redux, Material-UI, Algolia, Firebase*

- Code.D Chat is a community-focused platform, built with React, TypeScript, Firebase, and Algolia, connecting programming enthusiasts and uniting students from 11 Indian universities with industry experts.
- Engineered the UI with reusable React.js components, leveraging Redux for state management, thereby enhancing user experience and interaction.
- Implemented Google Login for user authentication, incorporated push notifications and profile bookmarking, and integrated Algolia with Firebase for sophisticated chat room search and filtering, enriching user engagement and app dynamics.

**Caster [Link]**

*React Native, React.js, Redux, Next.js, Node.js, Material-UI, AWS*

- Caster is a Korean quizzing platform, accessible via web and mobile (iOS, Android), built using React-Native and Material-UI for mobile, and Next.js, Node.js, and Express.js for the admin portal, enhancing content creation and management.
- Implemented Facebook Login for in-app authentication, introduced scratch-card and referral-code features for point accumulation, and developed engaging app stories, similar to Instagram, using React’s context for state management, significantly boosting user engagement.
- Participated in the integration team, implementing Google Admob and AdSense in mobile and web apps respectively for ad displays and revenue generation, and managed the application’s DevOps, deploying the project on AWS.

## Projects

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**Digital Age [Link] | *Next.js, TailwindCss, Framer Motion, Sanity CMS***

**March 2023**

- Designed and Developed DigitalAge’s corporate website, a pioneering social media platform focused on empowering creators through Web3, AI, AR/VR technologies, using Next.js, Tailwind CSS, and Framer Motion for a dynamic, responsive user interface.
- Integrated Sanity CMS for robust content management, enabling seamless updates and management of digital content, enhancing the platform’s adaptability to rapidly evolving social media trends and user needs.

**Safe Mail [Link] | *Next.js, Node.js, TailwindCss, NLP, Ensemble Learning, Multilayered Security***

**March 2023**

- Developed ”Safe Mail,” a multilayered phishing detection PoC with Rajeev Mandalam, enhancing email security by integrating data from application, transport, and network layers using Next.js 14 and Node.js.
- Implemented security features including Node Nmap for transport layer analysis, AbuseIPDB and MaxMind for network layer checks, and NLP with machine learning at the application layer for comprehensive phishing detection.
- Led the initiative for future enhancements including live TCP capture integration, infrastructure expansion for port/IP behavior analysis, and the adoption of homomorphic encryption for secure email storage.

**Smart Umpire [Link] | *Next.js, TailwindCss, AWS IOT, YOLOV8***

**Nov 2023**

- Developed ’Smart Umpire’ at the University of Washington, a Next.js and Tailwind CSS-based web app utilizing YOLOv8 for automated, real-time cricket run-out decisions, significantly enhancing match accuracy and fairness.

- Combined YOLOv8's precise object detection with AWS IoT for efficient data handling and AWS messaging for rapid decision communication, modernizing the cricket umpiring process.
- YOLOv8 algorithm showcased exceptional performance in the app, achieving 98.4 percent mAP in Bail Detection and 99.5 percent in Crease/Bat Detection, ensuring highly reliable and accurate decisions in crucial game moments.

**Topographical Feature Extraction Using Machine Learning Techniques from Sentinel-2A Imagery**  
| *Python, Satellite Image Processing, AI-ML*

**Oct 2020**

- At Bennett University, spearheaded a topographical research project leveraging Sentinel-2A imagery to classify land into cropland, water bodies, and urban areas using Python-based machine learning algorithms like Random Forest, SVM, and Decision Tree, achieving a 95.67 accuracy in satellite image classification for enhanced crop and land use analysis.

## **Publications and Certifications**

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- Topographical Feature Extraction Using Machine Learning Techniques from Sentinel-2A Imagery — [\[Link\]](#) 2020
- AWS Certified Developer – Associate — 947 [\[Link\]](#) 2020
- AWS Certified Cloud Practitioner — 943 [\[Link\]](#) 2020