

# Naresh Bobbili

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Portfolio | LinkedIn | GitHub

## Professional Summary

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A results-driven **Frontend Developer** with **2+ years** of experience and an **AI Engineering** Enthusiast. Proficient in building modern, responsive, and scalable **web** and **mobile** applications using **Next.js**, **React.js**, and **React Native (Expo/CLI)**. Skilled in crafting dynamic UIs, optimizing performance, and ensuring seamless user experiences. Possesses a basic understanding of backend technologies like **Node.js** and **Express.js**. Passionate about integrating **AI-powered solutions** to enhance applications and solve real-world challenges.

## Work Experience

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### Frontend Engineer | Aurora eLABS

Jan 2024 – Present

- Collaborated with a team of three for marketing websites, took primary ownership of the **Front-end Development** for full-stack applications. **Global Market Estimate (GME)**, **MarketsAndata**, and **Happytechies**.
- Developed responsive interfaces using **Next.js** and **Tailwind CSS**, improving **page load speed by 40%** by optimizing **LCP, CLS, and FCP**.
- Achieved **100% SEO optimization** and implemented **dynamic sitemap generation**, improving **website indexing and discoverability by 90%**.
- Integrated **PayPal** and **Stripe** payment gateways, ensuring a **99% transaction success rate**.
- Implemented email services using **SendGrid** and **Resend** for automated notifications.
- Built a **proof-of-concept (POC) for AI-powered OCR and call transcription**, demonstrating automated text extraction and call summarization for potential operational efficiency improvements.
- Deployed a **Small Language Model (SLM)** on a **GPU-based cloud server** for real-time SMS classification, handling environment setup, model serving, API integration, and production stability for application usage.
- Worked on **mobile and web applications** for **Continental** and **Anukra Hospitals**, focusing on bug fixes and feature implementation.
- Built an OTP auto-read system using the **SMS Retriever API**, implementing dynamic app-hash generation, Debug/Release mode detection, automatic OTP extraction, and real-time UI status monitoring.

### Software Developer Intern | Swipe

Jan 2023 – Oct 2023

- Developed cross-platform **Desktop Web Applications** using **Electron.js** with the **loadURL** method and an **Electron bundler** for deployment on **Windows and macOS**.
- Integrated **Google Sign-In** for secure user authentication with **one-tap login**.
- Contributed to Swipe Billing Online Store by developing **new features** and **fixing bugs** in **Next.js** and **Tailwind CSS**.
- Implemented **Facebook Pixel** for enhanced **user interaction tracking** and marketing analytics.
- Developed dynamic invoice templates for improved customization.

## Technical Skills

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- **Frontend:** HTML, CSS, Bootstrap, Tailwind CSS, JavaScript, TypeScript, React.js, Next.js, Redux.
- **Backend:** Node.js, Express.js, PostgreSQL, Supabase.
- **Mobile Development:** React Native, Expo/CLI.
- **AI & ML:** Hugging Face, AI model deployment and integration, GPU-based model hosting (cloud), Google Colab.
- **Other Tools:** Git, GitHub, **Electron.js**.

## Education

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**Rajiv Gandhi University of Knowledge and Technologies, Srikakulam**

Apr 2022

B.Tech in Civil Engineering (CGPA: 8.3)