Avi Kumar

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University of North Carolina at Chapel Hill | Chapel Hill, NC 27514

EDUCATION

- UNC Chapel Hill, Class of 2026 | *B.S. Computer Science, B.A. French* | Dean's List Member; Cumulative GPA: 3.65

- Early College at Guilford High School, North Carolina, Class of 2022 | GPA: 4.60, SAT: 1550, ACT: 32

LANGUAGES: Java, Python, C, SQL, JavaScript, CSS preprocessors and frameworks, JSP | Hindi, French

KEY EXPERIENCE

- **Bausch + Lomb,** *eCommerce Specialist and Lead Web Analyst*   **August 2024-**

    Lead web analytics initiatives for the eCommerce department, driving insights to improve site performance and user experience across global markets for the B2B eCommerce website.

    o   Implement analytics tags using JavaScript for integration with Piwik Pro.
    o   Develop and maintain KPI-based custom dashboards for international business users, tailored to regional needs.
    o   Collaborate with the eCommerce CX team to implement, monitor, and report on new website features.
    o   Conduct data analysis to identify trends, measure new feature impact, and recommend site improvements.

- **Bausch + Lomb,** *eCommerce/IT Intern*   **June- August 2024**

    o   Supported senior IT leaders in the eCommerce department, with emphasis on B2B sales channels. Collaborated with global cross-functional teams on various initiatives to advance department vision.

    o   Summer internship extended to part-time eCommerce Specialist role based on superior performance review.

    Projects:

    o   Collaborated with international marketing teams and business users to address a website bug; developed and proposed a comprehensive solution, with detailed user stories and acceptance criteria for development team.

    o   Delivered comprehensive internal training on optimized utility of DynaTrace performance monitoring tool.

    o   Utilized JavaScript and Piwik Pro to implement web analytics tags on the eCommerce site.

    o   Performed audit, cleanup, and modularization of eCommerce site's CSS codebase to optimize page load times and improved maintainability.

- **COMP 590 elective course,** *Software Engineering Internship*   **Spring 2024**
    o   Hands-on experience in the Scrum framework and full-stack development of new features for the UNC Computer Science official website. Angular, SQLAlchemy, FastAPI, Postgres SQL, Kubernetes, etc.
- **UNC Residence Hall Association Community Government,** *Sustainability Officer*   **2023-2024**
    o   Managed sustainability initiatives for residents of Ram Village, an on-campus residential community.

PROJECTS

- **Studio Keys (June 2024- present):** Developed a Python-based tool to recover UI/UX designs from defunct InVision Studio files, converting them into reusable SVG renderings. Enables designers to retrieve previously inaccessible graphic designs for future projects. Github Repo | Web Application
    o   Implemented complex, scalable, and modular code to process .studio files, extract JSON data, and generate layered SVG outputs; included comprehensive docstrings and other best practices for maintainability.
    o   Built a Flask-powered web application with an intuitive interface and Google Cloud Storage Integration for effortless file upload and conversion.
    o   Enabled recovery of ~600 mockups for a professional use case, ensuring design reusability across platforms.
    o   Deployed application on Render for accessible public use, providing a real-world solution for designers and teams affected by the discontinuation of InVision Studio.

SKILLS

- **Scrum and Agile Project Management frameworks**: following workflow, writing user stories and acceptance criteria, facilitating effective communication between business and technical-oriented teams

- **Web Analytics**: experienced in web analytics using JavaScript and Piwik Pro; implementing, debugging, and testing tracking tag scripts, generating detailed reports to provide actionable insights for business and UI/UX teams.
- **SAP Commerce Cloud platform**: gained familiarity through hands-on exposure and utility during summer internship; solid understanding of functionalities and applications.
- **Dynatrace Application Monitoring**: hands-on experience; extensive research on functionalities and best practices
- **Full-Stack development:** Integration of a headless CMS with Angular; see "COMP 590 elective course" above.
- Familiar with Product Information Management (PIM) systems and product merchandising; practical exposure and understanding gained through job experience.
- Well-versed in writing SQL queries; managing relational databases using SQLAlchemy
- Well-versed in developing Web APIs using the FastAPI framework
- Well-versed in Information Design with Tableau, Power BI, and Piwik Pro; Visual Studio; Microsoft Office 365

OTHER RELEVANT EXPERIENCE
- **UNC Computer Science + Social Good Club**, *Member, Education Team*   **2023-2024**
- **UNC Outdoor Pursuits Residential Learning Program**, *Student Activity Coordinator*   **2022-2023**

  Coordinated various outdoor activities for the student-run club for first-year students.
- **The Guilfordian, Guilford College's student-run newspaper**, *Features Section Editor*   **2021-2022**

  Led a team of writers, edited and published articles; managed timeline and cadence of publication to the website.
  https://www.guilfordian.com/staff_name/avi-kumar/
- **Early College at Guilford Interact Service Club**, *Member, President*   **2018-2022**
- **Guilford College Chemistry Department**, *Integrated Research Scholar*   **Spring 2021**

  Member of undergraduate research team, Synthesis of Axial Ligand Groups on Dirhodium Paddlewheel Complexes