

ABHISHESH PRADHAN

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EXPERIENCE

Longtail UX

Software Developer/Consultant

Nov 2021 – Aug 2024

LinkedIn

- Engineered LUX Smart Pages: High-performance, SEO-optimized landing pages (Blade, PHP Laravel), achieving a 98% increase in buyer conversion, 64% reduction in Customer Acquisition Cost, and 169% Return on Ad Spend for Adore Beauty, meeting Web Core Vitals and WCAG standards. Clients included Woolworths, Dan Murphy's and Myer *Success Story*
- Built Admin Portal: Full-stack Page Builder (React, TypeScript, PHP, MySQL) to automate lifecycle management of global campaign pages; authored API specifications and mock APIs so frontend and backend teams could work in isolation
- Managed CI/CD pipelines across Staging, UAT, and Production using Jenkins and Bitbucket for reliable, bug-free releases

Norbrik

Technical Consultant

Aug 2018 – Nov 2021

norbrik.com

- Founding engineer and lead frontend developer on BPAutomate, a Business Process Automation SaaS with a drag-and-drop form builder, multi-stage RBAC forms, workflow engines, and email notifications. Onboarded new developers onto the problem domain and codebase after Charter Hall came on as first enterprise client (React, Redux, TypeScript, .NET Core, MS SQL Server) *bpautomate.com*
- Engineered Microsoft SharePoint Solutions for Goodman: enterprise web parts (SPFx, PnPjs) and a .NET Core app automating MS Teams and SharePoint provisioning, reducing IT setup time by 95% (C#, PnP Framework, XML)
- Ran the WentWest build with a remote team: gathered client requirements, checked integration feasibility, and converted them into technical tasks. Delivered a two-way legacy ChilliDB (SOAP) to WordPress sync and Eventbrite (JSON) events integration. *wentwest.com.au*

PROJECTS

YouTube Transcript Downloader

youtubetranscriptdownload.com

Live SaaS platform to bulk download entire playlist or channel transcripts, with a developer API, MCP server, and credit-based PAYG model. Ranked #1 by ChatGPT and Perplexity for this use case within two weeks of launch (Next.js, MongoDB, Firebase Auth, Stripe, OpenAI, Webshare rotating proxies)

Nepali Eats

nepalieats.com.au

Full-stack restaurant discovery platform, 430+ restaurants with dish-level menu search and interactive maps, data enrichment pipeline through to production (Next.js 16, PostgreSQL/PostGIS, Playwright, Mapbox, Vercel)

Aspectly (iOS)

iOS App Store link

Published native iOS camera app with dual capture, multiple modes, and aspect ratios, taken through the full App Store release process (Swift)

TECHNICAL SKILLS

Languages	JavaScript/TypeScript, C#, PHP, SQL, Swift
Frameworks	React, Next.js, Node.js, .NET Core, Laravel, Redux, TailwindCSS
Data & Infra	PostgreSQL, MySQL, MongoDB, PostGIS, Docker, Vercel, Firebase, AWS, CI/CD
Practices	REST APIs, MCP servers, AI-assisted development (Claude Code), WCAG, technical SEO

EDUCATION

Macquarie University

Bachelor of Engineering (Software), Honours – 2019