

# ABHISHESH PRADHAN

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## EXPERIENCE

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### Longtail UX

Nov 2021 – Aug 2024

*Software Developer/Consultant*

*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

Aug 2018 – Nov 2021

*Technical Consultant*

*norbrik.com*

- Architected BPAutomate SaaS Platform: Founding engineer and lead frontend developer for a Business Process Automation platform with a drag-and-drop form builder, multi-stage RBAC forms, custom workflow engines, and email notifications; Charter Hall was the 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)
- Built the WentWest site with a two-way legacy ChilliDB (SOAP) to WordPress sync and an Eventbrite (JSON) events integration; at related company Devwals, built an e-commerce SaaS platform with Stripe subscriptions (Angular 6, .NET Core) *wentwest.com.au*

## PROJECTS

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### YouTube Transcript Downloader

2024 – Present

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) *youtubetranscriptdownload.com*

### Nepali Eats

2025 – Present

Full-stack restaurant discovery platform covering 430+ restaurants with dish-level menu search, interactive maps, and a free QR menu for restaurants; full pipeline from data enrichment to production (Next.js 16, PostgreSQL/PostGIS, Playwright, Mapbox, Clerk, Vercel) *Vercel (launching soon)*

### Aspectly (iOS)

2024

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

## TECHNICAL SKILLS

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### Languages

JavaScript/TypeScript, C#, PHP, SQL, Swift, Python

### Frameworks

React, Next.js, Node.js, .NET Core, Laravel, Redux, TailwindCSS

### Data & Infra

PostgreSQL, MySQL, MongoDB, PostGIS, Docker, AWS, Vercel, CI/CD

### Practices

REST APIs, MCP servers, AI-assisted development (Claude Code), WCAG, technical SEO

## EDUCATION

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Macquarie University

Bachelor of Engineering (Software), Honours – 2019