

Chandani Soni

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PROFESSIONAL EXPERIENCE

ThinkMocha

Founder

New York, NY
Aug 2022 - Present

- Incubating and iterating on new product ideas to bootstrap a viable business from scratch.
- Working on B2B startup focused on providing reusable steel-based utensils for universities. Landed first business customer.
- Launched an AI-powered recipe recommendation app [Fridge2Fork](#), transforming groceries into gourmet meals.
- Launched a kids focused local event platform, Kidvent, which enables parents to organize and discover events near them.
- Launched a creator-focused startup Schmooze to organize meet and greet events with fanbase.

Serverless

Senior Software Engineer

New York, NY
Nov 2021 - Jul 2022

- I was the technical lead for the Serverless Billing Service, responsible for technical architecture, implementation, and operations. I worked closely with product, sales, and C-level stakeholders.
- Migrated legacy manual billing system to modern automated Stripe-backed billing service.
- Introduced a pricing tier based subscription billing system that supported diverse customer needs.

Rakuten

Software Engineer - II

New York, NY
May 2017 - Oct 2020

- I proposed a serverless architecture strategy to C-level executives and was mandated to lead the serverless initiative to migrate monolith services to a serverless architecture.
- Guided other teams to adopt serverless architecture, thereby reducing the company's overall infrastructure costs.
- I helped launch Rakuten Dining for iOS and Android. I led the development of the dining backend service.
- Increased Rakuten order completion by 50% by implementing a new profile-based autofill feature in the purchase flow.
- Owned development of Unroll.me's email rollup recommendation feature, which helped increase our user reach by 2x.
- Redesigned thumbnail generation service, which reduced email screenshot generation time by 75%.
- Built [Unroll.me](#) GDPR account deletion feature. I implemented a scalable and auditable AWS-based architecture.
- Upgraded [Unroll.me](#) legacy API to MVC architecture, accelerating new feature time-to-market and API performance.

Freelancing

Software Engineer

SF Bay Area, CA
Jan 2017 - April 2017

- Helped a client with Stripe integration for their software service.

Slice Technologies

Software Engineer

SF Bay Area, CA
Aug 2016 - Nov 2016

- Technical lead for Slice Watch product throughout the entire product lifecycle. Got featured on [TechCrunch](#).
- Developed Google Chrome extension, backend services, and product website for Slice Watch.
- Built a price discovery platform that tracked product price drops and alerted users as per their registered interest.

SMC

Web Developer

Pune, India
Jun 2013 - Jul 2014

- Designed, developed, and maintained the company's website.

EDUCATION

University of Mumbai (Thadomal Shahani Engineering College)

Mumbai, India
2013

B.E., Chemical Engineering

Publication: Enzymatic Hydrolysis Of Cellulose: Isolation And Investigation Of Cellulose Breaking Fungus From Soil, [IJRD 2013](#).

EXTRACURRICULAR

- Dedicated 120 hours to National Service Scheme(NSS). Successfully conducted a Blood Donation Drive, with a record of maximum blood donation in that ward.