

Aashni Shah

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Education

University of Toronto
Computer Science Specialist,
HBSoc - 2016

Skills

Agile	Scrum
Trello	JIRA
Kanban	Presentations

Soft Skills

Leadership
Organization
Communication
Problem Solving
Planning & Scheduling
Conflict Resolution
Public Speaking

Recognition

[Top 50 Inspiring Women in STEM](#)

[Canadian Government's Innovate For Change](#)

[Voices for Women in Tech Women & Tech](#)

Speaker

[Podcamp Toronto](#)

[UofT Convocation Ceremony](#)

[Advance Ontario D&I Panel](#)

[WISE Stem for Change Panel](#)

[Startup Slam \(2018\)](#)

Related Experience

Chief Executive Officer and Product Manager, Elixir Labs

Oct 2016 - Present | Remote

- Developed a product vision with non profit partners and stakeholders after identifying pain points and analyzing potential solutions which led to the launch of 2 projects and current active development on 3 projects globally
- Managed and collaborated with teams comprising of Product Managers, Designers and Developers using tools such as Trello for tickets, Figma for designs and Slack and Google's enterprise tools for communication
- Made initial technology assessments and selections for each project while prioritizing developer ease of use and customer's ability to maintain the project
- Monitored and optimized team processes such as code review guidelines which led to faster onboarding for new members to contribute with a sprint

Software Development Engineer, Square (Cash App)

Jan 2018 - Nov 2019 | Kitchener, Canada

- Analyzed analytics to Identify SEO vulnerabilities that allowed scammers to attack 20% of customers using search engines. Led development of features to improve content management, resulting in a 95% decrease in scammer success rate
- Converted Support Engineering team to be Agile by using Scrum processes like bi-weekly sprints and JIRA to track tasks. This led to improved cohesion, communication and overall productivity on a new team, with average ticket resolution reducing from 3 weeks to 1 week
- Orchestrated a multi platform migration process to convert help center and legal content to a new CMS. The CMS resulted in content updates taking 70% less time
- Implemented a quality assurance testing grid to allow accurate manual testing of products before major launches. Identified major issues with cross border payments before the UK launch and was able to resolve with no customer impact
- Led web development for first International launch in the United Kingdom. Identified and implemented localization techniques for currency and dates. Successful launch with no downtime or latency for existing US customers. Collaborated with mobile and backend developers, marketing and scalability teams on product launch
- Analyzed and created a roadmap to add translations to the Cash App product

Software Development Engineer, Microsoft

Oct 2016 - Nov 2017 | Vancouver, Canada

- Implemented additional features and monitoring for Microsoft's internal Domain Name System as part of the IDNS Network Team in Azure. This increased monitoring capabilities on a Tier 0 service, which allowed capturing errors and solving issues at a much faster rate
- Led IDNS Tenant Migration as a result of Clusters getting decommissioned. Conducted migrations with no downtime affecting customers.
- Conducted a stress-test based evaluation to analyze and adjust resource usage. Identified "medium" sized VMs provided best average result to multiple pings