

# Rohan Samanta

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## EXPERIENCE

### Full-Stack Software Engineer, Microsoft

Aug 2022 - Present

- Drove **\$5.3M+** revenue impact through A/B testing experiments on Xbox Store product pages, including search optimization (**\$2.7M, +1.56% paid purchases**), checkout UI improvements (**\$2.6M, +1.5% conversions**), and post-purchase page redesign (**+0.93% store revenue**)
- Led frontend implementation for Xbox's ad-supported cloud gaming initiative, delivering demo-ready features for internal stakeholders; achieved **100% accessibility compliance** and reduced new engineer onboarding from days to under **1 day** through documentation and knowledge-sharing sessions
- Shipped **GTA+** subscription experience across Xbox Console, implementing product page assets, search integration, and access controls; coordinated cross-team with product, localization, web, and platform engineers to meet Rockstar Games' launch deadline
- Integrated **GPT-driven semantic search** into Xbox Console Store, building AI-powered search results UI to improve game discoverability; contributed telemetry and monitoring fixes for purchase flows, improving transaction reliability
- Built **Xbox Mobile Store** deployment pipeline with service connectors, Docker images, and CI/CD stages for pre-production and rollback, reducing **deployment time** by **30%**
- Modernized CI/CD build pipelines by migrating from legacy configuration to YAML-based infrastructure, achieving platform compliance requirements and improving **build pass rate** from **28.79% to 72.84%**

### Software Engineering Intern, Microsoft

Summer 2021

- Implemented React Native gifting feature for Xbox Console Store, building service layer for order validation, user lookup, and payment processing; replaced legacy web components with native mobile architecture for improved performance

### Explore Intern at Xbox, Microsoft

Summer 2020

- Developed Cast & Crew discovery module for Xbox Console Store using React Native and C#, integrating content metadata APIs and coordinating delivery across engineering and product teams

## PROJECTS

### Co-Founder, StoryTok ([storytok.ai](https://storytok.ai))

May 2024

- Co-founded SaaS platform for automated TikTok video creation, growing to **1,200+ registered users**; built Discord bot integration for community engagement and executed multi-channel launch strategy (Hacker News, Reddit, Indie Hackers)
- Developed full-stack application using Next.js, Tailwind, and Supabase; iterated product based on user feedback after initial low-conversion launch, implementing free trial system and pricing model

## SKILLS

- **Frameworks:** React, React Native, Next.js, Node.js, XAML
- **Languages:** TypeScript, JavaScript, C#, C++, Python, KQL

## ACADEMICS

University of Florida - Bachelor of Science in Computer Science, **3.7 GPA**

May 2022