Rishab Maheshwari

413-275-0465 • Boston, MA • rishabmahesh0@gmail.com • Linkedin

Full-stack engineer with 3+ years of startup experience, leading 0 → 1 products. Specialized in React/Next.js, performance optimization, and shipping revenue-generating features.

EXPERIENCE

Front End Developer March 2024 - Present
Spruce Technologies | Clifton, NJ

- Leveraged **WordPress** to introduce new features, and performed maintenance tasks on WMSC's website.
- Migrated NASM's site to **Adobe Experience Manager**, improved performance via image optimization, web workers, lazy loading, and JS / CSS minification.
- Delivered a fully functional website using **Next.js**, and **Contentful** for California Transportation Authority.
- Designed custom **Google Analytics** dashboards for Mass Cannabis Control, enabling insights into user behaviors.

Lead Developer March 2025 - Present
Nooon | Helsinki, Finland

- Leading full-stack development of Nooon's web platform, supporting **2k+ influencers** and **50+ hotel partners**.
- Introduced automated hotel onboarding using the **OpenAI Assistant**, Instagram integrations for analytics, and **Stripe** for subscriptions/purchases using Next.js, React, **Supabase**, and **Prisma**.
- Managing a cross-functional **engineering team** of 5, overseeing sprint planning, code reviews, and product delivery while maintaining technical excellence and alignment with growth goals.
- Leading the implementation of a brand-new design system, collaborating with Sales and Design teams to enhance UX and platform consistency.

Lead Developer May 2023 - March 2024
ProsperOn | Boston, MA

- Led the 0-to-1 launch of a financial literacy simulation platform, acquiring **1,000+ users** across 5 universities in 8 months.
- Responsible for overall tech strategy and direction, translating product requirements into technical requirements, staging and scoping, managing security risks, compliance.
- Balancing technical costs with speed and scale, introducing and upgrading systems to newer technical strategies.
- Architectured a scalable video-processing pipeline using **AWS** services like **S3**, **MediaConvert**, and **CloudFront**, enabling secure video storage, and private access.

Front End Developer Dec 2023 - Feb 2024
Antithesis | Vienna, VA

- Developed a new homepage that contributed to securing 3 major clients, visited by **200k+ people** in the first week.
- Configured **Docusaurus** with **NixOS** and made scripts to transfer docs from legacy systems to Docusaurus.
- Reduced the app bundle size by 60% using **ESBuild**, enabling faster load times.

Lead Developer / Co-Founder Feb 2022 - Feb 2023
AudioShelf | Amherst, MA

- Designed and launched a cross-platform mobile app for audiobooks in 30+ languages, acquired **2,000+ users** within 5 months, and launched the app on Play Store and App Store.
- Implemented a text-to-speech pipeline that converted book summaries into multilingual audio content, reducing man hours spent in content production and delivery by 90%

EDUCATION

University of Massachusetts Amherst | Masters of Science in Computer Science May 2023
University of Massachusetts Amherst | Bachelors of Science in Computer Science Dec 2021

SKILLS / TECHNOLOGIES

JavaScript | Typescript | HTML | CSS | React | React Native | Vue | Contentful | Google Analytics | Docker | AWS | Python | Kotlin | Swift

CERTIFICATIONS

Contentful Certified Professional, Contentful Certified Content Manager, Lean Six Sigma White Belt