

HARI VIJAYARAGHAVAN

FRONTEND DEVELOPER CHENNAI, INDIA 8248613879

DETAILS

Chennai
India
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LINKS

[Portfolio](#)
[Github](#)

SKILLS

HTML5
CSS3
JavaScript
React
Redux
Tailwind CSS
Bootstrap
Styled Components
Git
Npm
Webpack

PROFILE

Digital Marketing Expert (5 years) with a passion for user experience. Transitioning to Frontend Development with React.js to leverage creativity and build engaging interfaces.

EMPLOYMENT HISTORY

Assistant Team Lead at Datacapten Technologies, Chennai

October 2018 — January 2024

- Created high-performing responsive email templates (Mailchimp/Litmus) driving a 30% click-through rate increase.
- Optimized email campaign performance (25% conversion rate increase) via A/B testing.
- Analyzed email campaign data (Google Analytics) for actionable insights and continuous improvement.
- Managed email marketing campaigns (concept-to-execution) for on-time delivery and alignment with marketing goals.

Frontend Experience (Learning & Hands-on)

- Solid understanding of both React fundamentals and advanced concepts.
- Familiar with Redux for managing complex application state.
- Utilizing ES6+ features for efficient and concise code.
- Adept at building user interfaces with HTML, CSS, and CSS frameworks (Tailwind CSS, Bootstrap).
- Comfortable using Git for version control, npm for package management, and Webpack for bundling.
- Skilled in creating responsive web experiences that adapt seamlessly across various devices.
- Built personal projects (hotel management, movie search & more) to solidify React.js skills.

EDUCATION

CSE, Meenakshi College of Engineering, Chennai

2014 — 2018

Class XII, Sri Ramakrishna Matric Hr Sec School, Chennai

2013 — 2014

Class X, P.J Gupta Higher Sec School, Chennai

2011 — 2012

PERSONAL PROJECTS

Hotel Management Web Application

Built a React.js hotel management app for employees to manage cabins, bookings, and guests using React Query, Router, Forms, Toast, Charts, Styled Components, Vite, Supabase.

Travel Tracking Website

- Crafted an interactive travel tracker with React.js (mapping, routing, date picking) to document your adventures and explore cities (Leaflet, BigDataCloud API, Vite).
- Visit my portfolio for more info: <https://my-portfolio-hari.vercel.app/>