Jeevanantham N

Adobe Developer

Adobe-certified expert driving data-driven solutions using Launch, AEP, Adobe Analytics, Customer Journey Analytics, Real-Time Customer Data Platform and Adobe Journey Optimizer — delivering clean, actionable insights across platforms.

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WORK EXPERIENCE

Engineer - Technology
Virtusa

04/2021 - Present   *Chennai - DLF*

Tasks

- **Adobe Launch & AEP Implementation:** Implemented user behavior tracking by configuring Adobe Launch rules and setting up schemas, datasets, and dataflows in Adobe Experience Platform (AEP), ensuring accurate and consistent data collection.
- **Data Validation & Analytics Insight:** Validated data flow post-implementation and analyzed user behavior patterns using Adobe Analytics and Customer Journey Analytics to generate actionable insights for business decision-making.
- **Adobe Experience Platform Implementation:** Played a major role in migrating seven web properties to AEP with focus on Web SDK setup, Launch configuration, and end-to-end validation. Additionally, supported AEP Mobile SDK integration for iOS and Android through research-based troubleshooting and testing, ensuring tracking consistency and resolution of key issues.
- **Internal Development Work:** Built an internal intranet property from scratch with integrated analytics, improving internal process visibility and reporting.
- **Team Collaboration:** Guided a team of 2 associates — assigning tasks, resolving blockers, and ensuring timely delivery of project goals.
- **Recognition:** Received appreciation from clients and stakeholders for delivering a successful end-to-end migration across web and mobile platforms.

Software Trainee - Internship
Granite River Labs Pvt Ltd.

01/2020 - 03/2020   *Bangalore*

Tasks

- Engineered a dynamic **network monitoring tool** utilizing ping commands, precisely measuring data transfer rates for a designated domain. Implemented seamless **data transmission** and **real-time updates**, presented through an intuitive **graphical interface**. This project not only facilitated instant performance monitoring but also empowered detailed analysis, enhancing insights into **network efficiency** and **potential optimizations**.

EDUCATION

BE CSE (Anna University)
Knowledge Institute of Technology, Salem

06/2016 - 10/2020

TOOLS & TECHNOLOGY

`Adobe Launch` `Adobe Experience Platform` `Adobe Analytics` `Real-Time Customer Data Platform` `Customer Journey Analytics` `Adobe Journey Optimizer` `AEP XDM Schema Design` `Adobe AEP: Data Ingestion & Config` `JavaScript` `JQuery` `Python` `Java`

PROJECTS

Real-Time Device Monitor

- Developed a real-time **USB device monitoring application** using **Python and Tkinter GUI**, enabling dynamic detection of **device insertion/removal events** through system-level polling, with **responsive UI updates** and smooth user interaction.
- Implemented robust **data parsing logic** to track device metadata and status changes, offering **live insights** into connected peripherals.
- https://github.com/Jeevanantham-N/tkinter-live-updating-active-ports
- **Backend: Python, Tkinter GUI**

PG Spotter

- Spearheaded the development of an online platform catering to personalized **PG/hostel searches**.
- Engineered the backend using **Java and the Spring framework**, orchestrating data processing and robust authentication mechanisms. The frontend, crafted with **React JS**, delivers a responsive and intuitive user interface.
- Leveraged **MySQL** for efficient data storage and retrieval, ensuring a seamless and efficient database infrastructure.
- https://github.com/Jeevanantham-N/findmypg-spring
  https://github.com/Jeevanantham-N/findmypg-reactjs
- **Backend : Java/Spring , Frontend : React JS , DB : MySQL.**

CERTIFICATIONS AND ACHIEVEMENTS

Adobe Certified Expert - Adobe Analytics Developer

Adobe Certified Expert - Adobe Analytics Business Practitioner

Oracle Certified Java Professional (OCA)

Virtusa Certified GenAI Assisted Engineer

Extra Mile Award - Virtusa (01/2024 - 04/2024)
Recognized with the prestigious 'Extra Mile Award' for consistently exceeding expectations and delivering outstanding performance within my team.

Gold badge from Hackerrank
Have got a Gold badge from Hackerrank by solved 100+ problems.