

# Sridhar Pugalselvan

## Software Development Engineer II

SDE II specializing in React, experienced in building scalable, high-performance web applications with a focus on usability and clean architecture. Skilled in collaborating across teams, optimizing resources, and delivering solutions that align with both business goals and user needs.

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 Chennai

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## WORK EXPERIENCE

### Software Development Freelance

January 2025 – Present,

Chennai

- Building responsive and user-friendly web interfaces using modern Frontend technologies. Collaborating with clients to translate design concepts into functional applications. Ensuring performance, accessibility, and cross-browser compatibility for seamless user experiences.

### Software Development Engineer II

WEKAN ENTERPRISE SOLUTIONS INDIA PVT LTD

September 2024 – January 2025,

Chennai

Achievements/Tasks

- Contributed to the company's mission of providing scalable tech solutions for enterprises and startups, focusing on modernization with frontend expertise in React.js.

### Software Development Engineer II

Ripplr

March 2022 – June 2024,

Bengaluru

Achievements/Tasks

- Led a team in developing a management system using React Admin and React.js, enhancing inventory and collections tracking for new age and champion brands. Currently driving the Logi Track Dashboard project, employing React to offer intuitive visualization of vehicle trip data.

### Sr. Software Development Engineer

Wekancode

July 2019 – March 2022,

Chennai

Achievements/Tasks

- Managed the EV Portal project, utilizing Angular 4 to craft a user-friendly Classic Dashboard integrated with web sockets for real-time updates. Provided crucial support for the logistic management portal, enhancing user interaction with React.js.

### Senior UI/UX Developer

Scriplogix Analytics Pvt Ltd

September 2013 – June 2019,

Chennai

Achievements/Tasks

- Contributed to the development of healthcare products, collaborating on research and development with Harvard University. Single-handedly managed the creation of hybrid mobile applications using Angular 2 and Ionic Framework, deployed successfully on both Play Store and Apple Store platforms.

### Software Developer

Freelancer

May 2010 – August 2013,

Achievements/Tasks

- Delivered comprehensive UI/UX development services, including custom WordPress and Joomla website creation. Implemented SEO strategies resulting in increased website visibility and business revenue.

### UX Developer

Quikisoft

March 2008 – March 2010,

Chennai

Achievements/Tasks

- Developed HTML prototypes with JavaScript and custom CSS, ensuring cross-browser compatibility. Contributed to PHP development projects and WordPress customization.

### UX Developer

Collaboratz Technologies

November 2007 – March 2008,

Chennai

Achievements/Tasks

- Transformed UI layouts into HTML prototypes, ensuring seamless integration across browsers. Supported PHP and WordPress development initiatives.

## SKILLS



## PROJECTS

### DMS

- DMS (Distributed Management System) or CDMS (Champion Distributed Management System) is a cutting-edge solution tailored for new age and champion brands seeking efficient sales and distribution management. It revolutionizes the traditional approach with its multi-brand capability, empowering brands to manage their operations seamlessly
- DMS streamlines processes such as sales return, scheme settlements, and stock replenishment, reducing processing time and enhancing efficiency
- DMS offers benefits such as real-time stock visibility, automated alerts for stockouts, and streamlined claims processing

### ADWAP

- ADWAP is a platform that merges advertising with social responsibility, allowing users to support charities simply by watching ads. As part of a collaborative team of three, I contributed to the development of this platform, which enables advertisers to upload ads and organize campaigns.
- Users engage with these campaigns, watching ads and subsequently contributing to their chosen charities.
- Admin users oversee the platform, managing charity lists, campaign logistics, advertiser relations, and analyzing statistics through intuitive charts.
- This project showcases my proficiency in UI development and my commitment to leveraging technology for social good.

## EDUCATION

### Bachelor of Computer Applications Alagappa University

05/2008 - 08/2010,  
Chennai