Prathi Janardhan Sahrudh
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ABOUT

Experienced Software Engineer with over 4 years of expertise in developing high-performance websites and applications. Proficient in front-end development and agile methodologies, with a demonstrated aptitude for adapting to emerging technologies. Proven leader and collaborator, dedicated to implementing best practices and delivering outstanding customer experiences.

WORK EXPERIENCE

Nielsen Sports   **May 2024-Current**
Senior/Lead Software Engineer

Rebuilding **Portal UI** the front-end for Reference platform, an industry-standard tool for audience measurement in the television sector within the US market.

ShopTrade   **April 2022 – May 2024**
FrontEnd Engineer

- Delivered and supported **over 10 e-commerce websites**, achieving the highest levels of client satisfaction.
- Prioritized and resolved **accessibility issues** on websites for the US market.
- **Led the redevelopmen**t of the **company's website** incorporating brand collaborations, ongoing projects, services, a contact form, and custom web components.
- Implemented **Split URL A/B testing** to provide clients with data-driven insights for better decision-making.
- Contributed to the **internal CSS library**, enhancing consistency across multiple websites.
- **Integrated applications** into cart and checkout pages, boosting conversion rates and encouraging recurring subscriptions.
- Collaborated with cross-functional teams to **address and resolve bugs** as needed.
- Reviewed and approved code changes via **pull requests (PR)** on GitHub.
- **Mentored and up-skilled** three contributors to become proficient Front-End Developers.
- Collaborated on building a Shopify theme contributing to recurring revenue, adhering to the latest web guidelines.
- **Updated legacy code to modern standards**, including transitioning from jQuery to JavaScript and integrating new libraries.
- Built **custom components**, such as variant pickers and cart pages, to meet project-specific requirements.

Cognizant   **Jul 2020 – April 2022**
Programmer Analyst
- Supporting fronted for internal tool using VoIP Tech (NICE Technologies)

EDUCATION

SRM IST   **2016 - 2020**
Bachelors Degree in Information Technology   *Chennai, Tamil Nadu*

ASCENT JUNIOR COLLEGE   *2014 - 2016*
 High School   *Visakhapatnam, Andhra Pradesh*

SKILLS AND LANGUAGES

- **Skills:** HTML5, CSS3, Javascript (ES6), Shopify Liquid, React.js, BootStrap, MUI, Sass, OOPS, Agile Methodology
- **Tools**: Hubstaff, Klaviyo Forms, hubspot forms, Helpscout Dashboard, VWO
- **Languages:** English, Odia, Hindi, Telugu