

# MOUNIKA ROUTHU

Front End Developer

📍 Hyderabad

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## Professional Summary

Senior Software Engineering Analyst with 6+ years of experience in the IT industry, specializing in designing, developing, and maintaining web applications using React JS, JavaScript, HTML5, and CSS3. Experienced in SDLC and Agile methodologies, with a strong ability to analyze, debug, and communicate effectively. Passionate about adopting new technologies and continuously improving expertise.

## Technical Skills

**Programming Languages:** JavaScript (ES6)

**Libraries:** React JS, Redux, React Bootstrap, Axios

**Web Technologies:** HTML5, CSS3

**Database:** MySQL

**Tools & Technologies:** GIT, GitHub, Rest APIs, Postman, Swagger, JIRA, Figma, Excel.

## Work Experience

<b>Project #4</b>	CRM (Customer Relationship Management) System	Accenture, Hyderabad	Apr' 24 - Present
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<b>Client</b>	META
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### Description

CRM is used for managing a company's relationships and interactions with current and potential customers. The primary goal of CRM is to improve business relationships, streamline processes, and enhance profitability. It helps companies stay connected to customers, manage interactions, and track sales and marketing efforts.

### Key Responsibilities

- Developed responsive UI components using React and leveraged memorization hooks to optimize performance and enhance user experience.
- Implemented React lazy loading and debouncing techniques to reduce unnecessary API calls, improving system performance and minimizing server load.
- Implemented responsive UI using flex layout module & media queries in CSS
- Developed a comprehensive troubleshooting guide that reduced issue resolution time and improved team productivity, through clear documentation of common issues and step-by-step resolutions
- Led code reviews, ensuring adherence to best practices, and mentored junior developers, fostering a culture of learning and improvement.
- Wrote efficient GraphQL queries for data retrieval and developed field resolver logic using Hack, ensuring seamless integration and data management.

<b>Project #3</b>	Loyalty Program	Accenture, Hyderabad	Mar' 23 – Apr'24
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<b>Client</b>	Unilever
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### Description

A B2B platform developed for Unilever, allowing admins to allocate goodwill points, manage promotional coupons, and monitor retailer activities. The system provides an efficient way for admins to engage with retailers, track promotions, and optimize partner relationships to drive business growth.

### Key Responsibilities

- Developed React reusable components and integrated the XLSX library to handle Excel file requirements, while using Axios for efficient data fetching via HTTP requests.
- Practiced using semantic HTML elements & ARIA labels to improve accessibility
- Leveraged React Redux to manage and update application state by reading data from the Redux store and dispatching actions for seamless state updates.
- Designed and implemented a secure authentication system using Firebase Google Auth with 2-Factor Authentication (2FA), significantly enhancing user account security and login protection.
- Developed dynamic reporting features that allowed admins to generate and export customized reports on retailer activities, promotions, and goodwill points, streamlining decision-making and analytics.

<b>Project #2</b>	SPARK (Secure Planning Automated relational knowledge)	Accenture, Hyderabad	Sep' 21 – Feb'23
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<b>Client</b>	Intel
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### Description

SPARK is the secure version of ARK, a comprehensive database containing detailed information on Intel's shipping processors and chipsets. SPARK is designed to manage confidential data on upcoming projects and product plans, enabling secure curation and tracking of attributes associated with products before they are announced.

### Key Responsibilities

- Designed and implemented a global search feature using Typeahead, enabling users to quickly find relevant data across the entire application.
- Used React Lazy & React memorization hooks to reduce redundant API calls & improve performance.
- Implemented upscale and downscale conversion logic, ensuring accurate data transformations and improved system scalability.
- Developed a publish feature with embargo dates, allowing secure and controlled release of sensitive project information.
- Integrated a global compare feature, enhancing users' ability to compare product attributes and specifications seamlessly.
- Enhanced search functionality by implementing a hierarchy tree structure, enabling more efficient data navigation and organization.

**Client**            Macy's

### Description

UPM is an internal system developed by Macy's to enhance the pricing strategies for its retail operations. This system provides pricing recommendations to pricing managers and store managers based on insights from machine learning (ML) models.

### Key Responsibilities

- Collaborated with the ML team to integrate data-driven pricing suggestions into the platform, enabling managers to make faster, data-backed decisions.
- Worked with Redux to manage application state efficiently, ensuring real-time updates of pricing data and product recommendations.
- Designed dynamic React UI components for pricing models, promotions, and discount management, enhancing usability for non-technical users such as pricing managers.
- Implemented a real-time data fetching system using Axios to pull updated pricing and promotional data from various backend systems.
- Applied CSS Modules for scoped styling and to eliminate class name conflicts

### Education

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**Bachelor of Engineering** in Electrical & Electronics

Shri Vishnu Engineering College Autonomous (2015-2019)

Bhimavaram, AP.

### Accomplishments

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- Achieved P3 proficiency in the Accenture Primary Skill Assessment, showcasing my technical and problem-solving skills.
- Certified as an Infosys React Professional, demonstrating expert-level proficiency in ReactJS and front-end development.
- Won INR 25,000 after qualifying for the Generic Entrance Exam at the Infosys Mysore training center, reflecting my strong analytical and competitive abilities.
- Completed the React - The Complete Guide (incl Hooks, React Router, Redux), deepening my knowledge of advanced React concepts.

I hereby declare that the information furnished above is genuine to the best of my conscience.

**DEVI MOUNIKA ROUTHU**