

# Pravallika Ailuri

## React JS Developer



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Hyderabad, Telangana



LinkedIn

### SUMMARY

3+ experience as a React Developer with hands-on experience in identifying web-based user interactions along with designing & implementing highly responsive user interface components by deploying React concepts. Proficient in translating designs & wireframes into high-quality code, and writing application interface code via Javascript and ReactJS workflows. Adopt at monitoring & maintaining frontend performance and troubleshooting & debugging the same to bolster overall performance.

### TECHNICAL SKILLS

**Languages:** JavaScript, CSS, HTML5

**Libraries/Frameworks:** React.js, Redux-Toolkit, Hooks.

**Front-end Development tools:** Babel, Webpack, Parcel, NPM, JSON Server.

**Other tools:** Tailwind, GitHub, Bootstrap, VsCode Editor, Atlassian Tools, Bitbucket, Jira, Agile software.

### PROFESSIONAL EXPERIENCE

#### Application Engineer

Dec 2020 - Present

#### Insightmobi solutions pvt Ltd

Bengaluru - Karnataka, India

##### Roles & Responsibilities

- **Design and Development:** Designed and developed web applications using ReactJs. Implemented RESTful APIs and seamlessly integrated them with front-end components to ensure smooth data flow.
- **UI Development:** Designed and built responsive UI to enhance user experience. Effectively implemented software changes and alterations according to design specifications.
- **Module Implementation:** Implemented and updated application modules to enhance overall functionality. Conducted thorough testing of web applications to ensure optimal performance.
- **Version Control:** Utilized Git for version control, ensuring a systematic approach to tracking changes. Collaborated with team members using collaborative workflows for efficient project management.

### PROJECTS

#### NextGen Campaign

Apr 2022 - Nov 2023

#### Insightmobi solutions pvt Ltd

Bengaluru - Karnataka, India

**Overview:** NextGen Campaign is an innovative project strategically designed to revolutionize product campaigns. By intricately weaving together product selection and nearby store recommendations, users can seamlessly receive personalized suggestions for optimal purchasing experiences. Moreover, users gain access to exclusive coupon codes, ensuring an enhanced and cost-effective shopping journey.

##### Key Features:

- **Intelligent Integration:** Seamlessly integrates product selection with nearby store suggestions for an optimized shopping experience.
- **Personalized Recommendations:** Offers users personalized recommendations for the nearest stores based on their preferences.
- **Exclusive Discounts:** Access to exclusive coupon codes empowers users to enjoy attractive discounts on their purchases.
- **Automatic Payouts:** Ensures efficient and accurate crediting of payouts to retailers at the end of each business day.

**Technologies Utilized:** HTML, CSS, Tailwindcss, JavaScript, Reactjs

NextGen Campaign goes beyond conventional product campaigns, offering a seamless blend of technology and convenience.

#### Product Catalog

Aug 2021 - Mar 2022

#### Insightmobi solutions pvt Ltd

Bengaluru - Karnataka, India

**Overview:** Product Catalog stands as a transformative project within the Banking/Finance domain. It specializes in delivering personalized recommendations to users, leveraging their transaction histories. This encompasses tailored insights into available loans, credit card offers, limits, and potential tax reductions. Crafted with precision, the project introduces distinct modules to address specific requirements, ensuring users interact only with functionalities pertinent to their roles. This not only fortifies security measures but also elevates the overall user experience.

##### Key Features:

- **Personalized Recommendations:** Utilizes transaction histories to provide personalized suggestions on loans, credit cards, limits, and tax reductions.
- **Modular Design:** Incorporates different modules catering to specific requirements within the banking and finance realm.
- **Role-Based Access:** Ensures that users access only functionalities and data relevant to their roles, fostering enhanced security measures.

**Technologies Utilized:** HTML, CSS, Tailwindcss, JavaScript, Reactjs

**Objective:** Developed for the Banking/Finance sector, the Product Catalog is a personalized user recommendation system based on transaction histories.

**Furniture Land**

**Insightmobi solutions pvt Ltd**

**Overview:** Furniture Land stands as an ambitious e-commerce venture dedicated to providing a holistic online platform for diverse furniture needs. The project's core objective is to establish a seamless and visually captivating website or application, empowering users to seamlessly explore, purchase, and customize an extensive array of furniture items, catering to both residential and commercial spaces.

**Key Features:**

- **User-Friendly Design:** Crafted a user-centric design to enhance the overall browsing and shopping experience.
- **Comprehensive Catalog:** Developed a comprehensive catalog showcasing a wide variety of furniture items to meet diverse preferences.
- **Personalization:** Enabled users to personalize their furniture choices, ensuring a tailored and unique selection.

**Technologies Utilized:** HTML, CSS, Tailwindcss, JavaScript, Reactjs

Dec 2020 - Jul 2021

Bengaluru - Karnataka, India

Apprenticeship Training

**Full StackDeveloper (MERN Specialization)**

**NxtWave**

*CCBP 4.0 Certification Programs. A comprehensive online learning ecosystem to make you Industry-Ready.*

- Become a full stack developer with expertise in **MERN** Stack. Build strong web development fundamentals and problem-solving skills. Architect end-to-end web applications using emerging frameworks and create a portfolio of projects.

Aug 2020 - Dec 2020

Hyderabad, Telangana

1:1 mentoring support

received 1-on-1 mentoring support on frontend React.js from real-time experts. Through this experience, I had the opportunity to work on real-world projects and gain valuable insights into real-time development practices.

EDUCATION

**B.Tech - Electrical & Electronics Engineering (EEE)**

**Sai Spurthy Institute Of Technology**

- Top 20 percentile of the class | 82.4%

Jun 2014 - Apr 2018

Khammam