# REVATHY SANTHANAM

Frontend Engineer / Software Engineer / Full Stack Developer

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## SUMMARY

Frontend-focused full stack developer with 5.9 years of experience building scalable B2B and B2C eCommerce platforms using React, TypeScript, and Python. Proficient in architecting frontend systems, defining API schemas, leading R&D on design systems and theming, and implementing customer behavior analytics, CMS integration, and payment workflows. Collaborated closely with Icelandic clients to translate business goals into technical solutions, manage project milestones, and drive agile sprint planning for timely, high-quality delivery.

## TECHNICAL SKILLS

**Frontend:** HTML, CSS, SASS, Styled Components, JavaScript ES6, Typescript

**Frameworks:** React JS, React TypeScript, Next.js, React Router DOM, React Hooks, Vite TS

**Bundling:** Vite, SWC, Webpack, Monorepo, AWS Code Artifact

**Backend and API's:** Node.js, Python, Microservices , Apollo GraphQL, RESTful APIs, Docker

**Database and CMS:** Magento, DynamoDB, Microsoft Business Central, Algolia, DatoCMS

**Analysis and Marketing:** Google Analytics, Google Tag Manager, Meta Analytics, Klaviyo

**AI:** Generative AI, OpenAI GPT-3.5 Turbo, Prompt Engineering, Image Processing

**Version Control:** Git

## EXPERIENCE

### Software Engineer / Full Stack Developer / Release Manager
Roanuz, Chennai                                                          12/2021 -  Present

**Ecommerce Product (B2B and B2C) - In Development**
Built an eCommerce framework that fetches MBC data via webhooks, processes it into DynamoDB, and serves it via GraphQL. Designed a frontend with Atomic Design, usable as a full storefront or headless. Published shared components to AWS CodeArtifact. Integrating Microsoft Business Central (MBC) with a headless frontend architecture and real-time theming capabilities using OpenAI.

**Project Links:**
Payments Link Demo, Atomic Design System, Ecommerce Primitives, E-commerce Boilerplate

**Frontend**: HTML, CSS, SASS, React Typescript, Vite, React Router Dom, Radix UI
**Backend**: Python, DynamoDB, Business Central, Rest API, Apollo Graphql, OpenAI GPT-3.5 Turbo

- Architected and developed a modular eCommerce platform from scratch using React (TypeScript), Vite, React Router DOM, and Atomic Design, with published component libraries on AWS CodeArtifact following W3C accessibility standards.
- Built a microservices backend in Python (asyncio), integrating Business Central APIs for order status/ invoicing and custom DynamoDB REST APIs for scalable data storage.
- Developed GraphQL APIs for storefront/admin with asynchronous S3 uploads and event-driven invoicing, ensuring a non-blocking, performant checkout process.
- Built an AI-powered theming engine using Pillow (image analysis) and OpenAI GPT-3.5 Turbo (LLM) to extract color palettes and dynamically generate adaptive UI themes based on visual input and natural language prompts.
- Implemented styling algorithms for theme/mode management and reusable tokens, enabling rapid branded storefront deployment in under 3 days.
- Delivered a flexible payment link system integrated with Verifone, SiminnPay, Netgiro and Planet Payment; automated full checkout lifecycle with Iceland-based Business Central teams.

**Ecommerce Framework (B2B and B2C) - In Live**
Built a scalable eCommerce solution using Next.js and Magento, delivering 10+ projects with advanced CMS, analytics, and personalization. Integrated DatoCMS, Algolia, and Klaviyo for dynamic content, fast search, and targeted email flows. Enhanced UX with features like Gift Registry and marketing insights via Google and Meta analytics.

**Project Links:**
[Globus,](#) [Ibudin,](#) [Utilif,](#) [A4,](#) [TL,](#) [HT,](#) [Rafland,](#) [Kunigund,](#) [Asbjorn,](#) [Bestseller,](#) [Byggtogbuid](#)

**Frontend:** HTML, CSS, SASS, Styled Components, Next JS
**Backend:** NodeJS, Magento, Apollo Graphql, DynamoDB

- Built a feature-rich eCommerce framework using Next.js and Magento; deployed 10+ projects within 4-week sprint.
- Architected a flexible content management schema using DatoCMS and GraphQL, enabling clients to create and manage complex e-commerce pages in seconds without developer assistance.
- Enhanced search with Algolia Instant Search,delivering results in under 1ms.
- Boosted digital marketing for clients by tracking and analysing customer behaviour with Google Analytics, Google tag manager and meta analytics.
- Enhanced user engagement with personalised email flows using Klaviyo, including abandoned cart reminders, checkout success and product view notifications.
- Improved user experience with Gift Registry feature with DynamoDB

# Front End Developer
## Hogarth Worldwide, Chennai                                      06/2019 - 12/2021

**Frontend:** HTML, CSS, SASS, Styled Components, Next JS
**Design:** Photoshop, Indesign

- Built responsive banners and marketing creatives for global brands including Rolex, Dyson, Coca-Cola, Nescafé, and Hilton, maintaining pixel precision and brand fidelity.
- Led the development of interactive eDetailers for pharmaceutical clients like Bayer and Xarelto using animation-driven SVGs.
- Designed and built emailers and campaign creatives using HTML/CSS with seamless rendering across platforms