

REVATHY SANTHANAM

Software Developer

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EXPERIENCE

Software Engineer

Roanuz

📅 12/2021 - Present 📍 Chennai

- Gained comprehensive expertise in e-commerce by building frameworks using Next.js and Magento while also understanding the end-to-end management of stores from development through to deployment.
- By architecting flexible schemas with DatoCMS and GraphQL, deepened knowledge of content management systems, empowering clients to create content pages without assistance.
- Enhanced understanding of digital marketing strategies through customer behaviour analysis using Google Analytics, GTM, and Meta Analytics, driving data-informed decisions.
- Mastered atomic design system principles by developing reusable UI components with atomic design, ensuring scalable and maintainable front-end solutions.
- Strengthened leadership and operational skills as a release manager, handling client communications, managing API integrations, and ensuring successful project deployments

Front End Developer

Hogarth Worldwide

📅 06/2019 - 2021 📍 Chennai

- Developed pixel-perfect banners using HTML, CSS, and smooth animations for global brands like Rolex, Dyson, Coca-Cola, Nescafé, and Hilton, ensuring brand consistency and visual excellence.
- Within a year, led teams to build interactive eDetailers for pharmaceutical companies like Bayer and Xarelto.
- Utilising graphical animations with SVGs to present complex data such as percentage comparisons.

SKILLS

LANGUAGES

HTML5
CSS3
Javascript
Typescript
Python

FRAMEWORKS

Vite
React JS
Next JS

DATABASE

DynamoDB
Magento
Business Central
Algolia

OTHER SERVICES

Klaviyo
Google Analytics and Google Tag Manager
Meta Analytics
Apollo GraphQL

DESIGN

Figma
PSD

PROJECTS

CLINK:

Payment Link App in Development

📅 2024 - Present

🔗 <https://dev.clink.is/theme-preview>

Tech: Vite TS, Python, DynamoDB

- Managed releases by gathering client technical requirements and ensuring timely updates.
- Strengthened expertise in API architecture by designing a secure three-tier system for seamless data flow between MBC developers, DynamoDB, and external payment links.
- Integrated payment gateways including Verifone, Netgiro, and Simminpay, with ongoing plans for additional providers.
- Empowered clients with real-time theme customisation using a Python and React builder, published as MBC extensions with CSS validation via AL language.

TEROSHOP:

Ecommerce Product in Development

📅 2024 - Present

🔗 <https://primitives-preview.labs.roanuz.com/>

Tech: Vite TS, Python, DynamoDB

- Engineered Roanuz Icons, Preview, and Primitives for scalable, consistent UI components using atomic design, ensuring W3C guidelines.
- Designing end-to-end solutions with adaptable frontend and backend systems, enabling clients to operate in both headless and integrated environments.

OMNISHOP:

Ecommerce Framework in Live

📅 2021 - 2024

🔗 <https://globus.is/>

Tech: Next JS, Node JS, Magento, DynamoDB

- Engineered an e-commerce framework with Next.js and Magento, delivering analytics, marketing, gift registry, and multi-store features, launching 10 projects in 4 weeks each.
- 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 the implementation of the Gift Registry feature with DynamoDB.