REVATHY SANTHANAM

Frontend Engineer / Full Stack Developer

7904335202 revathysanthanam1997@gmail.com Portfolio Linked In Chennai, India

SUMMARY

Frontend-focused full stack developer with 5+ 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.

SKILLS

FRONTEND

HTML, CSS, SASS, Styled Components
JavaScript (ES6+) and Typescript
React JS, React TS, Next JS, React Router Dom
Vite TS + SWC
Design Tools: Figma, PSD, Indesign

BACKEND

Node JS
Python
Apollo GraphQL
Rest API

DATABASE AND CMS

Magento
DynamoDB
Microsoft Business Central
Algolia
Datocms

ANALYSIS AND MARKETING

Google Analytics
Google Tag Manager
Meta Analytics
Klaviyo

EXPERIENCE

Software Engineer

Roanuz, Chennai

12/2021 - Present

OMNISHOP - 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.

Site Links:

Globus	A4	TL	Rafland
Ibudin	Kunigund	Bestseller	HT
Utilif	Asbjorn	Byggtogbuid	

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

- 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

Software Engineer / Full Stack Developer
Roanuz, Chennai

TEROSHOP - 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.

Site Links:
Payment Link
Ecommerce Primitives
Atomic Primitives
Teroshop Boilerplate

Frontend: HTML, CSS, SASS, React Typescript, Vite, React Router Dom, Radix UI
Backend: Python, DynamoDB, Business Central, Rest API, Apollo Graphql

- Planned frontend development from scratch for a modular eCommerce platform using Vite, React, React Router DOM, and TypeScript.
- Built component libraries using Atomic Design and Radix UI; ensured accessibility (W3C standards) and published packages to AWS Code Artifact
- Researched and defined frontend architecture, including styling strategies, theme/mode management, and UI consistency
- Developed an OpenAI-powered dynamic theming system with admin-level customization and instant site recoloring
- Built and maintained GraphQL APIs in Python for storefront and admin functionalities
- Delivered Teroshop Web Client, deployable within 2–3 days as a full storefront or used headlessly for maximum client flexibility
- Developed a lightweight, configurable payment link app integrated with Verifone, SiminnPay, and Netgiro
- Collaborated with Iceland-based MBC teams to fetch order data, generate payment links, process checkouts, and post transaction updates back to MBC
- Streamlined onboarding for clients with reusable configurations, minimizing setup time.

Frontend Developer
06/2019 - 12/2021
Hogarth Worldwide, Chennai

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