Venkata Sudheer Kumar Reddy Pokala

Frontend Engineer | Next.js (App Router), React, TypeScript, MUI | E-Commerce & Performance

✉ sudheerreddypokala@gmail.com   📞 +1 2487227329   📍 SouthField, Mi   in venkatasudheer

👤 Profile

Frontend Engineer with experience building clean, intuitive, and scalable web interfaces using TypeScript, JavaScript, HTML, CSS, React, and Angular. Strong focus on UI/UX flows, performance optimization, SEO, and Server-Side Rendering (SSR) for maintaining reliable, high-traffic frontend codebases.

💼 Professional Experience

Web Developer, *Post Media Inc*   Jun 2025 – Present | Troy, United States

- Engineered a robust CI/CD pipeline using GitHub Actions and TypeScript to automate build, testing, and deployment, reducing manual deployment time by 60% across all web projects.
- Built a high-performance client-side search system using Fuse.js, React Hooks, and optimized token normalization, improving search accuracy for misspellings and partial queries by 35%.
- Designed and implemented a 3D Bin Packing Calculation module for e-commerce platforms to dynamically optimize packaging based on product dimensions, saving 15-20% on dimensional shipping costs.
- Implemented interactive maps using Leaflet API for Shop Gas hunters and developed browser based game elements, contributing to a 15% increase in time spent on the platform.
- Collaborated with designers and backend developers to translate design mockups into scalable, maintainable code.
- Optimized frontend performance, reduced load times for image heavy pages, and maintained code quality using Git and TypeScript best practices.
- Developed reusable responsive UI components and layout systems using React, TypeScript, and Tailwind CSS, improving maintainability across multiple web properties.
- Maintained, debugged, and enhanced production frontend codebases, testing, releasing, and monitoring features for high traffic websites.
- Implemented Server Side Rendering (SSR) and hybrid rendering patterns using Next.js to improve SEO, initial load performance, and reliability for high traffic pages.

Flutter Developer, *Infosys Pvt Ltd*   May 2021 – May 2023 | Hyderabad, India

- Developed and optimized multiple applications using Flutter and Dart, improving performance and reducing load time by 35% through lazy loading and structured widget trees.
- Designed and implemented responsive UI/UX for iOS and Android apps, ensuring a seamless user experience across devices.
- Engineered offline synchronization functionality, allowing users to interact with the app without an internet connection and automatically syncing data when a network becomes available.
- Integrated multilingual support to localize the application for different regions, significantly expanding the user base.
- Led the integration of RESTful APIs to sync real time data with backend systems.
- Built and maintained CI/CD pipelines using GitHub Actions, automating workflows to enhance development speed and reliability.
- Participated actively in Agile development methodologies, ensuring timely feature delivery.
- Conducted performance tuning for both Android and iOS apps, focusing on reducing memory consumption and improving render performance for complex UI states.

📁 Projects

Mac Pharms, *Premium Cannabis Dispensary*

- Engineered the core e-commerce platform on Node.js and TypeScript, implementing a mandatory Age Gating and ID Verification system and dynamic Purchase Limit Logic to ensure strict adherence to state cannabis regulations.
- Established a zero downtime CI/CD pipeline using GitHub Actions and Docker for automated testing and deployment, guaranteeing rapid, reliable updates to product catalogs and regulatory mandated changes.
- Significantly enhanced user experience across the high volume strain catalog by implementing a responsive, client side Fuzzy Search using Fuse.js in React.js to accurately handle misspellings and partial product queries.
- Managed the full development lifecycle, building out the React storefront, and designing Node.js backend services for real time inventory.

ARO Connection 🔗

- Architected a React + TypeScript frontend for a custom packaging platform featuring 3D product visualization, live image editing, and real-time configuration.
- Integrated Pacdora 3D image rendering to allow users to preview packaging designs dynamically across multiple categories and catalog views.
- Built a real time product editor where changes to size, material, and dimensions instantly updated both pricing logic and 3D visual output, ensuring accurate cost calculation and user feedback.
- Designed and implemented dynamic pricing algorithms that recalculated item costs based on user selected dimensions, quantities, and customization options.
- Developed scalable catalog and category systems supporting image heavy assets while maintaining smooth performance and responsive layouts.
- Optimized rendering workflows and state management to handle complex UI interactions without performance degradation on large product configurations.
- Built a secure shopping cart and checkout flow with real time inventory handling to ensure order accuracy.

ShopPlay Canna 🔗

- Designed interactive product catalogs with filtering, sorting, and detailed product views.
- Created responsive multi step forms for signups and order processes with validation.
- Built a store locator and navigation feature to help users find nearby locations.
- Developed browser based mini game and interactive landing pages to increase user engagement.

Gashunters E-Commerce Website 🔗

- Developed a React.js and Node.js e-commerce platform to support online sales of the Gas Hunters product line.
- Implemented a product catalog with advanced filtering and search, enabling discovery by category, strain, and potency.
- Integrated Leaflet Maps to build a store locator that redirected users to nearby Cannabis retail locations.
- Optimized image heavy product pages and Core Web Vitals, improving load times and user engagement.

BHP e-assessment

- Designed and developed a high performance cross platform mobile application using Flutter and Dart, focusing on a smooth and visually appealing user interface.
- Implemented core functionality including an offline first architecture that automatically synced data upon network reconnection, and dynamic PDF generation of the entire assessment procedure.
- Utilized Firebase for backend services and authentication and applied the BLoC state management technique to handle complex data flows efficiently.
- Designed reusable and responsive UI components using Flutter widgets, following Material Design principles to ensure a consistent and professional user experience across screens.
- Conducted thorough testing across multiple device simulators and physical devices to ensure compatibility and error-free functionality across a wide range of screen sizes and operating systems.
- Followed Agile methodologies and optimized app performance through techniques like lazy loading and asynchronous programming, ensuring the app was maintainable and responsive across all devices.

🧠 Skills

Project Management: Agile, Scrum, Jira

Programming & Frameworks: JavaScript, TypeScript, Node.js, React.js, HTML5, CSS3, Python, Dart (Flutter), Kotlin

Web Development: Responsive UI/UX Design, Multi-step Forms, Store Locator & Navigation Features, Browser-based Games, E-commerce Integration, API Integration, 3D Bin Packing, Fuzzy Search,

Libraries & Tools: Pacdora (Image Rendering), Leaflet API, React Hooks, Angular, Fuse.js, Node based Packing Libraries.

Version Control & Deployment: Git, GitHub, Vercel (CI/CD & Live Deployment), Google Cloud Platform

Data Analysis & Visualization: NumPy, Pandas, Matplotlib, Seaborn

Design: Wireframes, UI/UX prototyping, mockup creation (Figma)

📑 Certificates

- Udemy - Flutter & Dart Certification Course
- Coursera - Introduction to Front-End Development

🎓 Education

Lawrence Technological University,   May 2023 – Dec 2024
Masters in information technology.

RMK College of Engg and Technology,   2016 – 2020
B.E in Mechanical Engineering.