Surendra Kumar

Gurugram, Haryana, India | Thesurendra2.0@gmail.com | +91-7007496181

in/surendra1312 | github.com/Surendra

WORK EXPERIENCE

SFCC Associate Developer   **Aug 2022 – Present**
Merkle, a Dentsu Company | Gurugram, India

- Collaborated with cross-functional teams, including designers, business analysts, and QA testers, to gather requirements and deliver high-quality solutions.
- Successfully integrated **third-party systems** like Adyen, Signifyd, Deck OMS and others, optimizing payment processing, fraud detection and checkout activity. This integration contributed to an improved overall customer experience.
- Orchestrated the successful completion of **three projects**, showcasing adept project management skills and consistently delivering top-tier work within specified timelines.
- Collaborated actively with colleagues, demonstrating an intrinsic drive to aid others and exhibiting outstanding teamwork capabilities.
- Rapidly resolved Back-end concerns, ensuring a fluid and effective development process.

SFCC Intern   **Jan 2022 – July 2022**
Merkle, a Dentsu Company | Gurugram, India

- Assisted in increasing workplace productivity by keeping an ordered atmosphere.
- Completed comprehensive **training** in JavaScript, ISML, CSS, Ajax, and XML, bolstering proficiency as a **full stack developer**.
- Solved issues effectively both individually and as part of a team.
- Designed visually appealing labels like "**On Sale**" and "**New Arrival**" on PLP tiles.
- Executed strategic campaigns to engage specific **customer groups**, driving sales.
- Enhanced cart functionality with a "**Save For Later**" feature for easy product management.

PROJECTS

Build a Bear (US and UK)   Build-a-Bear

- Contributed to a project initiated from scratch, which provided valuable experience in tackling new challenges.
- Took charge of customizing Product Listing Pages (PLP) CAT buttons, various Product Detail Pages (PDP), and optimizing the checkout flow, including cart pages (empty cart and product line items).
- Played a pivotal role in developing **crucial integrations**, such as:
  - **Payment gateways** like PayPal, Credit card, Klarna, and Apple Pay.
  - **Gift card** integration.
  - Integration with **Deck OMS** for streamlined order management.

- - Signifyd integration for robust fraud checks.
    - Implementation of **Google reCAPTCHA V2** for enhanced security.
- Successfully implemented **intricate features**, including:
    - Audio playback on both PLP and PDP.
    - Gift message handling on customized PDP.
    - In Store Pickup and Ship from Store functionalities during the checkout process.
    - Implemented Loyalty program integration and seamless inclusion of gift cards within the checkout flow for enhanced customer engagement.
- Developed custom pages to enhance the website's user experience and functionality from backend side.
- Expanded expertise significantly, contributing not only to technical skills but also honed communication within teams, fostered a collaborative spirit, and developed effective client-facing abilities.
- **Technology:** SFRA (version 6.3.0), JavaScript, ISML, Ajax and XML
- **Tools:** VS code, bitbucket, JIRA and GitHub

GFore (US and UK) & Peter Millar   [Gfore/Peter Millar](#)

- Played a key role in resolving bugs related to Product Detail Pages (PDP), checkout processes, and menu bars customization, addressing critical SEO-related issues for enhanced website performance.
- Resolved User Acceptance Testing (UAT) issues for both the US and UK websites, ensuring a smooth and error-free user experience.
- Gained valuable hands-on experience in web development while working on real-world e-commerce projects for two different markets (US and UK).
- Played a crucial role in enhancing the overall quality and usability of the websites by addressing user-reported issues promptly.
- **Technology:** SFRA (version 6.3.0), JavaScript, ISML, Ajax and XML
- **Tools:** VS code, bitbucket, JIRA and GitHub

Build a Bear (US and UK) (Site genesis)

- Central focus on integrated key **payment gateways** like PayPal, Credit card, Klarna, and Apple Pay for seamless transactions.
- Implemented **Signifyd integration** to bolster fraud checks, ensuring a secure and trustworthy payment environment.
- Enhanced checkout flow with **backend address validation**, ensuring accuracy and completeness of customer addresses for a smoother transaction process.
- **Technology:** Controllers (Site genesis), JavaScript, ISML, Ajax and XML
- **Tools:** VS code, bitbucket, JIRA and GitHub

Web Development   [View GitHub](#)

- Corona Live Update, provides real-time information on COVID-19 cases.
- Fully dynamic web page displaying the live update of cases (Active, Recover and Death) that fetch data from different API's, Mapbox API for representing data on map.
- **Technology**: HTML, Css, Bootstrap, JavaScript
- **Backend**: SQL

The College Manager   View GitHub

- All for One
- Desktop application with SQL database for manage college staff, students record, Schedule classes for students and staff also manage fee and basic details.
- **Technology**: C# .NET
- **Backend**: SQL

Stock & Inventory Management   View GitHub

- Desktop application with SQL database for manage the stock & inventory of any Business.
- **Technology**: C# .NET
- **Backend**: SQL

CERTIFICATIONS

Certified B2C Commerce Developer   View credentials

Hacker Rank Java 5-star, Problem Solving 4-star, Python 3-star   View credentials

ACHIEVEMENT

INSPIRE CHANGE AWARD for High Impact (**Q1 Award**)   View

The Leader, awarded for winning the Championship award in **Skill Clout skill-I** workshop.   View

SANGANAN'20, SANAGANAN'21, Core member of team (Official event of CS Department BHU), Technical Lead of sanganan'21 (Official event of CS Department BHU)

EDUCATION

Master of Computer Application (MCA)   July 2019 - July 2022
Banaras Hindu University (Varanasi, India)   8.22 CGPA

Bachelor of Computer Application (BCA)   July 2015 - Sep 2018
Dr. Ram Manohar Lohia Awadh University (Ayodhya, India)   70.44%

SKILLS

Programming Skill: Java, JavaScript

Familiar With: JIRA, HTML 5, SASS, Bitbucket, GitHub, Postman

Platform: Salesforce Commerce Cloud

Database: MySql

Data Structure & Algorithm, DBMS, Problem Solving, Leadership, Time Management, Adaptability, Teamwork, Creativity