

VARUN SRINIVASAN

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SKILLS

FRONTEND DEVELOPMENT

HTML and CSS

JavaScript

React JS

Tailwind CSS

GSAP

BACKEND DEVELOPMENT

Mongo DB

Express JS

Node JS

LIBRARIES AND TOOLS

JQuery

Framer Motion

PROGRAMMING LANGUAGES

C (Basics)

Java

EDUCATION

NANDHA (ANNA UNIVERSITY)

Erode, Tamil Nadu

B.E. ELECTRICAL AND ELECTRONICS

ENGINEERING

Cum. GPA: 7.2

RELIANCE MATRIC HR. SEC SCHOOL

Namakkal, Tamil Nadu

HSC

Percentage: 79.16 %

SSC

Percentage: 73 %

CERTIFICATIONS

DIGITAL MARKETING

(2023 - 2024)

- **Earned** certification in Digital Marketing from Naan Mudhalvan, Tamil Nadu government conducted by NSE Academy, gaining expertise in SEO, content marketing, social media strategies, and data analytics.

MICROSOFT FUNDAMENTALS

(2022 - 2023)

- **Certified** by Microsoft via the Naan Mudhalvan, Tamil Nadu government initiative, demonstrating proficiency in Microsoft Office tools and fundamentals.

PROJECTS

INTERACTIVE ANIMATED PORTFOLIO

(Jan 2024 – Feb 2024)

- **Developed** a responsive portfolio application using React JS and Tailwind CSS, reducing load times by 30% and increasing site traffic by 15%.
- **Implemented** interactive features using GSAP, increasing user engagement by 40% and reducing bounce rate by 15%.
- **Optimized** layout, improving load speeds and boosting performance by 20

AI-ENHANCED FASHION ASSISTANT

(Apr 2024 – May 2024)

- **Created** AI-powered outfit recommendations based on weather and preferences, increasing user interaction by 25%.
- **Built** a smart wardrobe system that reduced outfit selection time by 30%.
- **Integrated** event based outfit suggestions, resulting 40% increase in user engagement during special occasions and events, driving higher user satisfaction and retention.

AI-POWERED MERN STACK RESUME BUILDER

(Mar 2024 – Ongoing)

- **Engineered** an AI-driven resume-building platform with customizable templates, resulting in a 20% increase in user satisfaction and 25% retention rate during the first phase of deployment.
- **Enhanced** user experience by incorporating content formatting suggestions based on job role and industry standards, increasing resume completion and improving overall satisfaction by 20%.
- **Streamlined** user onboarding process by 20% enhancing first-time user experience with simplified resume-building steps and personalized suggestions.

SMART PERSONAL FINANCE MANAGER WITH REAL-TIME ANALYTICS AND AI INSIGHTS

(May 2024 – Ongoing)

- **Developed** a financial management tool with real-time analytics, enhancing budget tracking accuracy by 40%.
- **Integrated** real-time expense tracking and automated financial reporting for enhanced user experience.
- **Implemented** user authentication and data encryption, boosting the security of user financial data by 50%.

EXPERIENCE

ENTHU TECHNOLOGIES - COIMBATORE, TN TRAINING

(Jan 2023 - Mar 2023)

- **Assisted** in integrating IoT sensors for basic data collection and real-time system monitoring.
- **Worked** alongside engineers to get exposure to basic programming tasks related to sensor data analysis.