

AJITH LAL R

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Open to Relocation — Open to Remote

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GitHub / Portfolio: Optional

PROFESSIONAL SUMMARY

Engineering Manager / Technical Delivery Manager with 9+ years of experience delivering enterprise-scale digital platforms across e-commerce, retail, travel, and content ecosystems. Proven expertise in leading cross-functional teams (20+ engineers), owning end-to-end delivery, and driving scalable frontend architectures using Next.js, React, Adobe Experience Manager (AEM), and Magento. Strong blend of technical leadership, delivery management, stakeholder engagement, and hands-on engineering, with experience supporting multi-country rollouts and global clients.

CORE SKILLS

Engineering Leadership & Delivery

Engineering Management, Technical Delivery, Agile/Scrum, Sprint Planning, Stakeholder Management, Team Mentoring, Architecture Reviews, Risk Management

Frontend & Web Technologies

HTML5, CSS3, JavaScript (ES6+), React.js, Next.js, TypeScript, Redux, Bootstrap 4,5, Tailwind, Shadcn, Material UI, GIT, Figma.

CMS & Commerce Platforms

Adobe Experience Manager (AEM – Frontend), Magento 2 (Frontend), WordPress, Sitecore (Frontend)

APIs & Data

GraphQL, REST APIs

Tools & Practices

JIRA, Performance Optimisation, SEO Best Practices, Responsive Design, Analytics Integration, CoPilot.

PROFESSIONAL EXPERIENCE

PwC India — Chennai, India

Manager (Technical / Delivery) — May 2025 – Present

Senior Associate — Apr 2022 – Apr 2025

Associate — Nov 2020 – Mar 2022

- Lead delivery and technical execution for large-scale digital platforms across e-commerce, retail, travel, and content domains.
- Manage and mentor 20+ engineers, ensuring delivery predictability, code quality, and continuous skill development.
- Own frontend architecture decisions using Next.js, React, AEM, and Magento, aligning technology choices with business outcomes.
- Drive cross-team collaboration with product, design, backend, QA, and business stakeholders across regions.
- Improve platform performance, SEO, and scalability through component-driven architecture and modern frontend practices.
- Transitioned from a contract role to a permanent employee based on consistent delivery performance and technical leadership.

Truetech Solutions — Chennai, India

Frontend Developer — Sep 2019 – Oct 2020

- Delivered Magento 2 and AEM frontend implementations for enterprise clients.
- Recognised for strong technical contribution and reliability, leading to permanent onboarding at PwC India.

Springbord Systems Pvt. Ltd. — Chennai, India

PHP Web Developer — Mar 2019 – Aug 2019

- Developed and maintained web applications using PHP, Laravel, HTML, CSS, and JavaScript.
- Supported feature delivery and production issue resolution.

Vedang Consultancy Services Pvt. Ltd. — Chennai, India

Executive Software Developer — Oct 2018 – Feb 2019

- Built PHP-based applications using Laravel and Bootstrap.
- Collaborated with senior engineers to deliver client requirements on time.

CodeAfterBuild — Nagercoil, India

PHP Web Developer — Oct 2016 – Sep 2018

- Started career as a junior developer, building strong fundamentals in web development and backend programming.
- Implemented UI features and backend logic using PHP, Laravel, HTML, CSS, and JavaScript.

KEY PROJECTS

RE-Bridge (RE-Market-Place) – Royal Enfield Digital Marketplace & Analytics Platform

Role: Engineering Lead / Technical Delivery Manager

- Led delivery of an enterprise platform centralising dealer analytics, business KPIs, and user-specific application access.
- Designed and implemented SAML 2.0-based SSO with IdP integration and secure JWT-based session management.
- Delivered Power BI Embedded analytics with Row-Level Security (RLS) for personalised dashboards.
- Integrated MyApps for single-click access to authorised enterprise applications.
- Supported production-ready deployments across Dev, UAT, and Prod environments.

Technologies: Next.js, React, TypeScript, Redux Toolkit, SAML 2.0, JWT, Power BI Embedded, Tailwind CSS, REST APIs

Royal Enfield – Global E-commerce Web Portal

Role: Tech Lead — Next.js Developer

- Led frontend delivery of a scalable, SEO-optimised e-commerce platform.
- Built dynamic PLP/PDP flows, personalised user accounts, and responsive cart/checkout journeys.
- Integrated 360° product visualisation and optimised performance using SSR and GraphQL.

Technologies: Next.js, React, Tailwind CSS, Redux, GraphQL, JIRA

Aditya Birla Jewellery – E-commerce & Digital Jewellery Savings Platform

Role: Tech Lead — AEM Frontend Developer

- Delivered a secure e-commerce and savings platform with parent-child portal architecture.
- Implemented SSO, KYC-based onboarding (Aadhaar/PAN), dashboards, and payment integrations.

- Improved SEO and performance using SSR and optimised GraphQL data fetching.

Technologies: AEM (React on AEM), JavaScript, Redux, GraphQL, REST APIs, Bootstrap 5, JIRA

Garden Vareli – Official E-commerce Website

Role: Tech Lead — Next.js Developer

- Built a modern, responsive e-commerce frontend to enhance product discovery and online visibility.
- Implemented reusable UI components, API integrations, and global state management.
- Delivered a scalable platform supporting smooth browsing and purchasing across devices.

Technologies: Next.js, Tailwind CSS, JavaScript, Redux, GraphQL, JIRA

GKB Optical – Official E-commerce Website

Role: Tech Lead — Next.js Developer

- Developed a scalable eyewear e-commerce platform supporting large product catalogues.
- Built responsive UI components and integrated GraphQL APIs for product and inventory data.
- Improved performance, stability, and omnichannel user experience.

Technologies: Next.js, Tailwind CSS, JavaScript, Redux, GraphQL, JIRA

Morgan Stanley – Calvert & Eaton Vance Marketing Platform

Role: AEM Frontend Developer

- Implemented component-driven microsite architecture using JSON-based rendering in AEM.
- Built a subscription centre and enhanced product and resource pages for usability and performance.
- Collaborated with marketing and business teams to align delivery with campaign objectives.

Technologies: Adobe Experience Manager (Frontend), React, JavaScript, HTML, CSS, REST APIs

Bridgestone – Firststop Multi-Country Digital Commerce & Marketing Platform

Role: Tech Lead — AEM Frontend

- Led a multi-country rollout architecture using AEM with shared global components.
- Built reusable React components and integrated Magento 2 for commerce and service bookings.
- Implemented Adobe Analytics for tracking user behaviour and conversions.

Technologies: AEM, React on AEM, JavaScript, REST APIs, Magento 2, Adobe Analytics

Bekaert Dramix Constructions – Corporate Branding Website

Role: Tech Lead — AEM Frontend Developer

- Designed and developed a responsive branding website showcasing products, case studies, and technical resources.
- Built custom AEM components and lead-generation forms integrated via REST APIs.
- Improved SEO, performance, and engagement using analytics-driven optimisation.

Technologies: AEM, HTML5, CSS3, JavaScript, REST APIs, Adobe Analytics

OMA Living – E-commerce Platform

Role: Tech Lead — Magento Frontend Developer

- Delivered a responsive Magento 2 storefront supporting large product catalogues and advanced filtering.
- Optimised frontend performance and UI interactions for improved usability.

- Integrated Google Analytics 4, contributing to a 30% increase in online sales post-launch.

Technologies: Magento 2, HTML5, CSS3, JavaScript, jQuery, Google Analytics 4

CASA OMA – Premium Branding & Consultation Booking Platform

Role: Tech Lead — Next.js Developer

- Built a premium branding website focused on consultation bookings rather than direct commerce.
- Integrated headless Magento 2 for content and backend management.
- Implemented a custom appointment booking flow and optimised performance across devices.

Technologies: Next.js, Magento 2 (Headless), HTML5, CSS3, JavaScript

ITC Brand Websites – Dark Fantasy, Sunfeast Yippee, Aashirvaad, B Natural, Bingo

Role: AEM Frontend Developer — Tech Lead

- Designed and developed multiple AEM-based brand websites with interactive and gamified experiences.
- Led frontend delivery for select brands, coordinating designers, content teams, backend, and QA.
- Improved engagement, SEO, and content authoring efficiency through reusable component architecture.

Technologies: Adobe Experience Manager (AEM), React.js, JavaScript, HTML5, CSS3

EDUCATION

Bachelor of Engineering – Electronics and Communication Engineering

St. Xavier's Catholic College of Engineering — 2015

CERTIFICATIONS

- Adobe Certified Expert – Adobe Commerce Frontend Developer (2023)
- Adobe Certified Professional – Adobe Commerce Business Practitioner (2023)