BALU AMARNATH B

Senior Frontend Developer

📞 +91-8675669432   📍 Chennai,India

✉ inboxamarbalu@gmail.com   in linkedin.com/in/baluamarnath/   ⊙ github.com/amarbalu

---

Summary:

Senior Frontend Developer with 8+ years of experience in high-performance web application development. Proven ability to lead teams, optimise web performance, and implement cutting-edge technologies. Expertise in A/B testing, micro-frontend architecture, and enhancing website security. Recognized for reducing system errors by 90% and boosting lead acquisition by 10%. Seeking to leverage full-stack JavaScript skills in a dynamic environment.

Technical Skills:

Frontend Development	:	JavaScript (ES6+), ReactJS, Redux, HTML5, CSS3, Responsive Web Design
Backend Development	:	Node.js, Express.js, RESTful APIs, GraphQL
Web Technologies	:	Micro-Frontend Architecture, Webpack 5, Core Web Vitals, Web Performance Optimisation, SEO
Cloud & DevOps	:	AWS S3, Google Tag Manager, Nginx, Docker
Databases	:	MySQL, MongoDB, Redis
Version Control	:	Git,Bitbucket
Agile Methodologies	:	Agile (Scrum), A/B Testing, Continuous Integration & Deployment
Project & Team Management	:	OKR Setup, Team Leadership, Cross-functional Collaboration
Analytics & Monitoring	:	Adobe Analytics, Mixpanel, Real User Monitoring (MS Clarity)

Work Experience

Senior Software Engineer II   Dec 2020 - Present

CaratLane - A Tanishq Partnership   Chennai

CaratLane, backed by Titan, is a leading online jewellery e-commerce platform that allows users to explore & purchase wide range of jewellery pieces.

- Led a team of seven engineers, providing technical guidance and conducting thorough code reviews, resulting in two consecutive promotions for exceptional performance.
- Architected and deployed an A/B testing framework, improving website optimisation and enabling data-driven decisions that increased user engagement and conversion rates.
- Designed and implemented Microfront-end architecture using Webpack module federation, allowing independent deployment of frontend modules and enhancing scalability.
- Integrated dynamic video streaming to introduce video commerce (Reels), significantly enhancing user engagement and contributing to a 10% increase in lead acquisition.
- Strengthened website security by implementing Content Security Policy (CSP) and advanced logging mechanisms, reducing website errors by 90%.

Technologies Used: NodeJs,React ,Redux, Video Js, JavaScript, AWS, Nginx, Webpack Module Federation

Associate Consultant
Capgemini Technology Services India Ltd

Dec 2020 - Present
Chennai

Capgemini is a leading global provider of technology, consulting, and outsourcing services.

- Developed and maintained responsive user interfaces for a mainframe conversion project, enhancing client account management and ensuring seamless user experiences.
- Engineered secure software solutions for banking operations, utilising Redux persistence and modular components to ensure data integrity and reliability.
- Collaborated with clients and Agile teams to resolve issues promptly, ensuring high satisfaction and successful on-time project deliveries.

Technologies Used: React Js, Redux Persistence, Redux Js, React router V4, JavaScript,Bitbucket

---

Software Engineer
Infoview Technologies Pvt Ltd

Sep 2016 - Nov 2018
Chennai

A subsidiary company of an ERP system manufacturer in Japan, Works Application.

- Designed and developed a secure web-based email service with chat and thread modules, enhancing internal communication and collaboration.
- Developed RESTful APIs for seamless data interaction with MongoDB, and optimized session management using Redis to enhance application performance.
- Provided ongoing production support, ensuring system stability and addressing issues promptly, which contributed to continuous business operations.

Technologies Used: React Js, Redux Js, JavaScript, JQuery, CSS, Git, AWS

Achievements

- **Titan Dream Team Award 2024:** Recognised for leading Project Engage at CaratLane, fostering cross-functional collaboration that resulted in a 7% increase in business revenue (₹200 crores) and earning the prestigious **Titan Dream Team Award**.
- **Ace & Innovator Award 2024:** Awarded for introducing video reels functionality, initiating video commerce at CaratLane, and implementing an A/B testing framework that personalized the website experience, significantly enhancing user engagement.
- **Promotions at CaratLane:** Earned two consecutive promotions from Senior Software Engineer I to Senior Software Engineer II due to exceptional performance in leading technical projects and enhancing team efficiency.

Education

Bachelor of Electrical and Electronics Engineering
Alagappa Chettiar College of Engineering and Technology, Karaikudi

Aug 2012 - Apr 2016
CGPA: 8.1

Declaration:

I hereby declare that the details provided above are true to the best of my knowledge and belief.

Chennai

(BALUAMARNATH B)