

Ananya Santra

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Technical Skills

- **Technologies:** Salesforce Commerce Cloud (SFCC formerly Demandware), SFRA, Controller, Demandware scripts, ISML, OCAPI, Salesforce Commerce API (SCAPI), JavaScript, NodeJS, jQuery, Ajax, XML, JSON, HTML, CSS, Bootstrap CSS, REST API, ReactJS, ExpressJS
- **Tools:** webpack, gulp, git, eclipse, VScode with prophet debugger, UX Studio, Vite, Git Copilot
- **Unit Test Tools:** mocha, sinon, chai

Professional Summary

- Have 8 years of experience in e-Commerce platform Salesforce Commerce Cloud (SFCC formerly Demandware) as full stack developer in implementing, maintaining, and customizing end-to-end applications and SFCC Link Cartridges.
- Have strong understanding of SFCC B2C functional and technical concepts and hands on experience with SiteGenesis, Storefront Reference Architecture (SFRA) and Link Cartridge implementation.
- Involved in customization on top of SiteGenesis and SFRA architecture.
- Have good knowledge of Business Manager Modules, OCAPI (Open Commerce API) and Salesforce Commerce Cloud APIs (SCAPI)
- Expert in REST APIs, Service Frameworks (Web service Handling), Integration Frameworks (Job Handling).
- Implemented and integrated third-party backend integrations like payment cartridges, Import/Export cartridges.
- Have good knowledge of checkout process as I implemented new payment cartridges.
- Expert in developing end-to-end eCommerce applications by using JS Controller (server-side JavaScript), Demandware scripts (DW scripts), ISML.
- Expert in creating new and extending existing JS controllers, scripts, models, ISML templates, client-side javascript in SFRA.
- Expert in Business Manager configuration, creation of Site Preferences, custom attributes, custom object, Content Assets, Content slots, Promotions, Product, Catalog, Search indexes, Jobs Schedules, and Importing & Exporting.
- Good in debugging and problem-solving with excellent understanding of system development methodologies, techniques, and tools.
- Worked in agile team and followed scrum methodology for delivery.
- Have basic knowledge in headless commerce. Experimenting with PWA kit.
- Worked with React JS components, hooks, forms, events, props, and libs like react-router, formik.

Professional Experience

Senior Software Developer

Eplumbers

Canada, Remote 01/2024-Present

- Implemented a SFCC link cartridge using SFRA architecture to implement affiliate link functionality. The affiliate links are created from iOS and Android native mobile app and consumed in multiple SFCC ecommerce sites.
- Integrated Omnichannel Inventory (OCI) integration with B2C Commerce.
- Implementing middleware to transfer data between shop systems using JavaScript, ReactJS, CSS.
- Created infrastructure in AWS using EC2 instance, CloudFront. Deployed code to EC2 instance.

Team Lead

Commercemuse India Division, Ideatarmac UG

Canada, Remote 07/2022-11/2023

- Contributed to development work, code reviews and mentored junior developers, fostering a collaborative and knowledge-sharing environment within the development team.
- Conducted regular code refactoring and optimization to improve application performance and maintainability.
- Did POCs during presales for feasibility study.
- Actively participated in sprint planning and daily stand-up meetings, contributing insights and expertise to achieve project milestones.
- Attended client requirement meeting and clarified requirements from technical point of view.
- Gathered business requirements and API details and converted them into technical solutions.
- Gave effort estimation for the technical solution to client account managers.
- Created custom OCAPI endpoint and custom Salesforce Commerce Cloud APIs (SCAPI) endpoints and integrated.
- Have experience in creating pages and component types of Page Designer. Exported, and imported pages and component data of page designers.

Senior Salesforce Commerce Cloud Developer

Commercemuse India Division, Ideatarmac UG

India 06/2019-06/2022

- Successfully completed **Bolt One-Click Checkout Cartridge**, **Optty BNPL Integrations Cartridge**, meeting project deadlines and exceeding client expectations.

- Updated payment transaction status of order.
- Implemented Capture, refund, void transaction in Business Manager custom module.
- Implemented Optty BNPL Integrations cartridge for multiple countries like United States, Australia, United Kingdom.
- Performed manual testing, identify, and resolve bugs, and ensure high-quality deliverables.
- Implemented custom hook to calculate shipping cost and tax.
- Implemented Gift Certificate feature in SFRA from scratch.
- Converted XML data into JSON object.

Salesforce Commerce Cloud Developer

Commercemuse India Division, Ideatarmac UG

India 01/2018-05/2019

- Played key role to migrate **Safecharge** payment SFCC link cartridges from SiteGenesis architecture to Storefront Reference Architecture (SFRA).
- Led end-to-end development and customization of Salesforce B2C Commerce Cloud solutions, delivering innovative and user-friendly e-commerce experiences.
- Collaborated with client, Sr. e-commerce Architect to ensure seamless implementation of complex web solutions into existing architecture.
- Developed custom cartridges, pipelines, and controller (server-side JavaScript) to enhance platform functionality and deliver tailored solutions to meet client needs.
- Integrated third-party APIs and implemented payment integration link cartridges from scratch.
- Created custom module in Business Manager.
- Responsible for Business Manager configuration.

Junior Demandware Developer

Commercemuse India Division, Ideatarmac UG

India 05/2017-12/2017

- Utilized JavaScript, datatables, CSS, jQuery and ISML, Demandware script to create engaging user interfaces and improve overall page load time 50% and job execution time from 1 hr to 2 mins.
- Converted backend rendered table to ajax based table for huge data set to gain performance improvement.
- Used OCAPI to get content slots data and execute jobs.
- Leveraged build tools like Gulp to streamline development processes.
- Contributed to agile methodology adoption, enhancing project delivery efficiency.
- Used Demandware (SFCC) Sitegenesis architecture to implement import export functionality of products, catalogs, content assets, promotion, content slots.

Trainee Software Engineer

PFSweb Global Services Pvt. Ltd

India 02/2016-04/2017

- Developed custom storefronts for **P&G, Anastasia Beverly Hills**, leveraging Demandware (SFCC) SiteGenesis architecture and Demandware scripting languages (ISML, DW Scripts, Pipeline, Controller).
- Implemented Anastasia Beverly Hills online site for US and UK.
- Tracked the JIRA tickets (Defects) and fixed them well within SLA.
- Analyzed the error blades and reduced their size by detecting the root cause.
- Responsible for Business Manager configuration. Created new content assets, custom attributes and site preferences.
- Integrated third-party Demandware (SFCC) link cartridges like Google Tag Manager, Windsor Circle and Predictive Intelligence.
- Collaborated with cross-functional teams including front-end developers, and QA team to gather requirements and ensure seamless implementation of features.
- Collaborated with the QA team to perform thorough testing, identify and resolve issues, and ensure high-quality deliverables.
- Involved in troubleshooting and resolve production issues.
- Actively participated in daily stand-up meetings, contributing insights and expertise to achieve project milestones.

Education

- Bachelor of Technology (B.Tech) in Information Technology, Institute of Engineering & Management (WBUT), India, 2011.

Certifications

- [Salesforce Certified B2C Commerce Developer](#), issued in September 2020.

Languages Known

English, Bengali, Hindi

Date: 18-Sep-2024