Ananya Santra

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Technical Skills

- **Technologies:** Salesforce Commerce Cloud (SFCC), 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
- **Unit Test Tools:** mocha, sinon, chai

Professional Summary

- Have 7+ years of experience in e-Commerce platform Salesforce Commerce Cloud (SFCC) as fullstack developer in implementing and customizing end-to-end applications and SFCC Link Cartridges.
- Worked on other ecommerce platforms like Shopify and Hybris.
- Have strong understanding of Demandware 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 RefArch.
- 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 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 Pipeline, Controller (server-side JavaScript), Demandware scripts (DW scripts), ISML.
- Expert in Business Manager configuration, creation of custom attributes, custom object, Content Assets, Content slots, Promotions, product, catalog, 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 knowledge of reactjs, react router and used for personal project and SFCC PWA kit PoC.
- Have worked on one project with angular, expressjs, python fastapi and mongodb.

Professional Experience

Team Lead   Commercemuse India Division, Ideatarmac UG   Canada   07/2022-11/2023

- Contribute to development work, code reviews and mentored junior developers, fostering a collaborative and knowledge-sharing environment within the development team.
- Conduct regular code refactoring and optimization to improve application performance and maintainability.
- Do POCs during presales for feasibility study.
- Actively participate in sprint planning and daily stand-up meetings, contributing insights and expertise to achieve project milestones.
- Attend client requirement meeting and clarified requirements from technical point of view.
- Gather business requirements and API details and convert them into technical solutions.
- Give effort estimation for the technical solution to client account managers.
- Created custom OCAPI endpoint.
- Created custom Salesforce Commerce Cloud APIs (SCAPI) endpoints and integrated.

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.
- 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 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, and ISML 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.

Trainee Software Engineer   **PFSweb Global Services Pvt. Ltd**   **India**   **02/2016-04/2017**

- Developed custom storefronts for **P&G, Anastasia Beverly Hills**, leveraging SiteGenesis architecture and Demandware scripting languages (ISML, DW Scripts, Pipeline, Controller).
- Tracked the JIRA tickets (Defects) and fixed them well within SLA.
- Analyzed the error blades and reduced their size by detecting the root cause.
- Created new content assets.
- Integrated third-party 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.
- 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