Davendra Jayasingam

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Full stack web developer proficient in Next.js, Tailwind CSS, and TypeScript. Specialized in crafting contests, lucky draws, microsites, and gamification related UX for digital agencies and over 30 brands, including JD Sports, Hong Leong Bank, Nestlé, Tesco, and MDEC.

EXPERIENCE

Lead Web Developer   Jul 2022 - Present
Sixides Advertising Pte Ltd, Singapore (Remote)
- Built the website, CMS, user platforms, and admin dashboard that gets ~3k views/m.
- Increased organic growth via SEO, reduced paid traffic, and bounce rate by 11%.
- Created custom reports that analyze user patterns for the bizdev team to grow sales.

Founder   May 2016 - Apr 2022
NightMorning Studios Sdn Bhd, Kuala Lumpur, Malaysia
- Gained MYR100k in seed funding, won Intellectual Property Creators Challenge (IPCC), and turned over MYR1.4m in sales over 6 years.
- Launched 25 gamified campaigns for brands, and released 3 games on app stores.
- Crafted gamified user experiences for 12 brands that increased customer loyalty.
- Built 5 gamified event platforms and apps for physical and virtual game conferences.

Producer cum Programmer   Oct 2014 - Apr 2016
WIGU Games Sdn Bhd, Selangor, Malaysia
- Published 5 video games to app stores with 200k downloads across 20 countries.
- Managed a team of 12 through Agile methodologies from pre to post-production.
- Worked with publishers and aided in front-end and back-end game development.

Lead Developer   Jan 2010 - Dec 2012
Venteura Inc, Iowa, USA
- Published Magpie, an app that rewards users with digital coupons for brand loyalty.
- Developed a stock market simulation software for educational purposes.

EDUCATION

Bachelor of Science (B.S.) - Computer Engineering   Aug 2008 - Dec 2011
Iowa State University of Science and Technology, Ames, Iowa

SKILLS

Next.js, React, TypeScript, JavaScript, AWS, HTML5, CSS, Node.js, Tailwind, GreenSock (GSAP), Git, Netlify, Vercel, FaunaDB, NoSQL, NextAuth, Web Development, UX, CMS, SEO, Responsive Design, Front-end, Back-end, API, Agile, Gamification.