

DAVENDRA JAYASINGAM

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Full stack web developer proficient in Next.js, Tailwind CSS, and TypeScript. Specialized in crafting websites, contests, lucky draws, microsites, and gamification projects to promote brand loyalty for 30+ brands across 100+ campaigns. Fast coder, and eager learner.

EXPERIENCE

Lead Web Developer

Jul 2022 - Present

Sixides Advertising Pte Ltd, Singapore (Remote)

- Built the Website, CMS, Dashboard, Platforms and Interior Design Tools in 3 months for the startup to rush the product to market.
- Reduced paid advertising by 50%, and increased organic marketing growth by 33%.
- Created custom analytics reports for the business development team to grow sales.

Founder

May 2016 - Apr 2022

NightMorning Studios Sdn Bhd, Kuala Lumpur, Malaysia

- Turned over MYR1.4m in revenue over 6 years, pitched and gained MYR100k in seed funding, and won the Intellectual Property Creators Challenge (IPCC).
- Built 2 virtual event platforms and 4 companion mobile apps for conferences.
- Launched 25 gamified campaigns for 12 brands that increased customer loyalty.
- Released 3 mobile games on the iOS and Android app stores.

Producer cum Programmer

Oct 2014 - Apr 2016

WIGU Games Sdn Bhd, Selangor, Malaysia

- Published 2 mobile games to app stores with 200k+ downloads across 20 countries.
- Published an online Role Playing Game on the Kongregate platform with 80k+ plays.
- Worked with 2 publishers to rebrand games for local and MENA regions.
- Managed a team of 12 through Agile methodologies from pre to post-production.
- Lead the front-end and back-end development with team and code reviews.

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.

SKILLS

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

EDUCATION

Bachelor of Science (B.S.) - Computer Engineering

Aug 2008 - Dec 2011

Iowa State University of Science and Technology, Ames, Iowa, USA