**Davendra** **Jayasingam**

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hello@davendra.me | https://www.davendra.me

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.