D Balaji

Lead Frontend Engineer

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Objective

Seeking a Senior/Lead Frontend Developer position to leverage my skills and experience to drive innovation and excellence in frontend development.

Professional Summary

- Lead Frontend Developer with 9+ years of experience, I possess exceptional skills in designing and implementing intricate user interfaces for web applications and EDL components.

- As a versatile professional, I have gained valuable experience working in various industries such as startup, consulting, fintech, ecommerce, and enterprise app development. Additionally, I have provided trainings and developed technical speaking skills.

- Demonstrated ability to lead and mentor frontend development teams, with a focus on delivering high-quality projects, including interviewing and talent management.

- Results-driven professional with a track record of successful collaboration with developers, designers, and stakeholders in agile product delivery. Quick learner.

- Engaging developer evangelist recognized for engaging public speaking, technical presentations, outreach programs, and workshops promoting Spark EDL.

Skills

- *Tech:* JavaScript, HTML5, CSS3 & ES6, SCSS, Typescript,

- *Frameworks:* Next JS

- *Libs*: React JS, Redux, Redux middleware,

- *Components:* Material UI, Storybook

- *Tooling:* Webpack, GitHub actions, Rollup JS

- *UI frameworks:* Bootstrap, Spark EDL

- *Testing:* Jest, Enzyme, React testing library, Playwright

- *Server Side:* NodeJS, Express JS, SQL, Core Java (basics),

- *Others:* Git, Agile Scrum, Linux operations, Accessibility, Google Cloud Basics.

Work Experience

Sabre India

Jul 2018 - Present

Lead Design Technologist on Spark Enterprise Design Language[1]

Create react components, type definitions, and design language adoption.   Code reviews, architecture decisions and manage team. Conduct training sessions & workshops.

Senior Software Developer on the SSI GUI Enterprise Application[2]

Full-stack development and implementation of the scaled React web interface for airline clients. Mentor team members.

Landmark Group

Oct 2016 – Jun 2018

Frontend Developer on brands ecommerce web[3] & mobile sites[4]

Maintaining and building new ecommerce webapps for different brands within the group. Conduct tech interviews, grow the team.

Rare Mile Technologies

Jul 2015 – Sep 2016

Senior UI Developer on Chrome-river fintech app[5]

Contract developer on a large fintech application called Chrome-river. Take KT from client and extend the contract to offshore.

Tata Consultancy Services

Jul 2011 – Jul 2015

IT Analyst on Cisco Webex Sales Portal[6]

Development, testing, and maintenance of the portal, develop solutions with cutting edge tech and collaborate with clients

Others

Bookstoc.com

Hobby project to catalog and share books with in a closed community.

Dhbalaji.dev

Personal space & blog, built with docusarus.io.

1. Sabre Spark Enterprise Design Language

Sabre Spark is an Enterprise Design Language (EDL) developed by Sabre, a travel technology company. It provides a set of design principles, guidelines, and reusable UI components (Vanilla JS & React JS) that enable consistent and efficient development of user interfaces across Sabre's products and services. The EDL includes a comprehensive library of UI components for web and mobile screens, such as buttons, forms, widgets, and color schemes. It aims to reduce development time and effort by promoting reusability and maintainability of the codebase. The EDL is also designed to enhance user experience by ensuring consistency, accessibility, and usability of the user interfaces.

Role & Responsibilities

- Led the initiative to convert existing React components to React Typescript while also updating the build system for improved performance, maintainability and enhanced developer experience across larger teams.
- Creating and maintaining standalone React components, such as pagination and payment widgets, etc. which will be coded in React Typescript, unit tested with React testing library and deployed as an NPM package for internal teams across Sabre.
- Engage with product teams and UX designers. Meticulously conduct manual, visual, and playwright-based functional testing, review pull requests, discuss architecture and performance, and oversee library releases.
- Conduct brown bag sharing sessions and biweekly tech talks to motivate and inspire the team in frontend technologies.
- Received recognition for efficiently delivering components, advocating for the adoption of the Enterprise Design Language (EDL) across the organization through regular tech talks, and demonstrating a strong work ethic and enthusiasm towards work.

Tech Stack - HTML, CSS, JS, Sass, ReactJS, Storybook, NPM, GCP, Teamcity CI, mac, linux VMs, NVM, NodeJS, Rollup JS, Husky, React Testing Library, Playwright, Bitbucket, JIRA

2. SSI GUI Enterprise App

The SabreSonic Inventory app is an airline inventory management system designed to provide airlines with real-time control of their flight inventory. It enables airlines to manage inventory and allocate capacity across their entire network of flights. The app features advanced algorithms to optimize seat utilization and revenue. It also allows airlines to manage and adjust prices based on demand, and provides real-time data analysis for better decision making. The Sabre Sonic Inventory GUI (SSI GUI) is a sizeable React JS application designed from scratch that allows airline clients to manage their inventory such as seats, ancillary services, and more, through a web interface. The application has over 1000 form fields and 100 dynamic forms, which can be personalized to meet the needs of the airline carriers. Users can be granted granular permissions to various workflows, which need to be executed flawlessly with no errors. The SSI GUI requires high scalability and performance to handle large amounts of data and users, making it a technically challenging project.

Role & Responsibilities

- As a full stack developer specialized in frontend, developed complex UI with React JS and implemented a thin layer spring application to parse xml to JSON. Maintained unit tests on both client and server. Provided release management & on-call support on a rotating basis.
- Owned end-to-end workflow implementation after comprehending the business logic and authorization constraints from the legacy app. Collaborated with interns and junior team members to implement the application.
- Created reusable components, implemented Level Access audits for finding and fixing accessibility issues, and refactored code as needed.
- Conducted product demos to marketing and senior management, collecting and integrating feedback on a regular basis.
- Recognized for innovative work, such as moving reusable code to NPM packages, implementing SONAR, setting up Level Access audits to reduce accessibility issues, and conducting EDL and NPM package updates.

Tech stack - React JS, Redux, Redux form, Redux Observable, React Router, Spring boot, Java, XML, IntelliJ Idea, Git, Bitbucket, JIRA, Spark EDL, NPM, Webpack, Level Access, Invision App.

3. Brand Ecommerce websites

Landmark Group is a conglomerate company that owns several retail brands such as Maxfashion, Lifestyle, Home Center, and more. Each brand has its own website, such as maxfashion.com, which provides customers with a wide range of clothing, footwear, and accessories options for all ages, from casual to formal wear. The website offers a user-friendly interface, enabling easy navigation and browsing of products by category, brand, or price, and provides frequent sales and discounts to customers. The website serves as a digital representation of the retailer's brand identity and provides customers with omnichannel services such as the option to purchase online and pick up in-store.

Roles & Responsibilities

- Handled multiple products in a fast paced, design obsessed team to develop single codebase which would serve multiple brands across multiple countries
- Focused on attention to detail, creating responsive websites for multiple break points, pixel-perfect websites, and working closely with UX designers while prioritizing performance and analytics.
- Scaled the engineering team from 2 to 15 by conducting extensive interviews and engaging in multiple HR discussions around candidate sourcing and budgeting.
- Integrated analytics through Google Tag Manager, implemented retina displays for mobile devices, tested on actual devices and obscure mobile browsers, and handled corner cases.
- Received recognition for commitment to work, team building, and implementing payment gateway APIs.

Tech stack - Bootstrap, jQuery, responsive websites, sketch, mac, SASS, BEM CSS, Grunt JS, Google analytics, Google Tag Manager, Bitbucket, JIRA, In-vision app.

4. Brand Ecommerce mobile sites

To enhance the mobile ecommerce website conversions for Landmark Group brands, our frontend engineering team developed a standalone mdot web app using modern technologies such as ReactJS, PWA, and server-side rendering. The project was initiated from scratch, and the team faced various technical challenges to obtain approval from the directors and gain infrastructure assistance. While ensuring a great user experience and scaling the team, we met the project deadlines and successfully launched the app.

Roles and Responsibilities

- Lead the delivery of modules for the ecommerce mobile website with a team of 10, while exploring & prototyping modern technologies such as progressive web apps.
- Collaborate with backend developers and app developers to ensure seamless integration of REST APIs.
- Make changes to existing architectures to accommodate modern apps with NodeJS thin clients, reduce data over the wire and speed up applications.
- Incorporate analytics and third-party integrations, such as search and product recommendations, into the website.
- Prototype with modern stacks, use the expertise to build and deploy solutions such as loyalty app using VueJS stack for the group.
- Received recognition for leading the successful launch of prototypes utilizing innovative technologies, fostering a passionate frontend team culture, and conducting multiple rounds of technical interviews.

Tech stack - NodeJS, Express, ReactJS, Redux, React Router, Redux thunk, Algolia, REST Api, PWA, Service workers, Vue JS

5. Chrome-river fintech app

Chrome River is a cloud-based solution for expense and invoice management, targeted towards businesses and organizations of all sizes. The platform allows users to easily submit, track and approve expenses and invoices through a simple and user-friendly interface. The website is responsible for uploading expense receipts, viewing auto-uploaded receipts, approving expenses and much more by reducing administrative burden and improving accuracy. It is built on a modern technology stack, with support for RESTful APIs, webhooks and integrations with popular tools like Salesforce, Slack.

Roles and Responsibilities

- Collaborate on-site with clients using Scrum methodology to gather information, deliver user stories efficiently and effectively.
- As an individual contributor, demonstrated expertise and bagged the consulting to offshore.
- Received recognition for delivering innovative solutions to complex engineering challenges on mobile UI and securing offshore office contract.

Tech stack - Backbone JS, Marionette JS, Lodash, Underscore, Bootstrap JS, Scss, Invision, Sketch, Mac, Webstorm, Grunt JS

6. Cisco Webex Sales Portal

The Cisco Webex Sales Portal is a sophisticated and all-encompassing platform built to provide sales teams with comprehensive support for their Webex product and service sales efforts. The portal offers customers multiple options, including the ability to create free tier or trial accounts, as well as purchase premium plans directly from the website. Boasting a highly intuitive user interface and an array of powerful features, the Cisco Webex Sales Portal is a must-have resource for sales professionals seeking to accelerate growth and foster long-term customer relationships.

Roles and responsibilities

- Engage in active collaboration with UX designers to gain a comprehensive understanding of mockups and subsequently translate them into high-performance web applications that drive conversions and sales.
- Deploy and integrate analytics solutions to enable marketers to measure and optimize sales and user conversions.
- Earned recognition for innovative contributions to the workplace, adeptly showcasing prototypes to clients and delivering expert recommendations.

Tech stack - Java REST APIs, jQuery, Bootstrap, SCSS, jQuery components, JSP, etc.

Certifications

Google analytics certified in web analytics domain

The Google Analytics certification is a globally recognized credential that demonstrates expertise in digital analytics and the ability to effectively leverage Google Analytics to improve business performance, making it a valuable asset for digital marketers.

Advanced Communicator Bronze in public speaking

The Advanced Communicator Bronze (ACB) certification from Toastmasters signifies a high level of proficiency in public speaking and leadership skills, demonstrating a commitment to personal growth and development.

Education
- Bachelor of Engineering at PES University, Bangalore
- MVM CBSE School, Hosur

Interests
- Coding, Learning and Collaborating on GitHub
- Presenting, educating and sharing knowledge through public speaking
- Reading, discovering and collecting great nonfiction books

Online References
- Linkedin - https://linkedin.com/in/dhbalaji/
- Github - https://github.com/dhbalaji
- Personal Website - https://dhbalaji.dev/
- Certifications - https://credential.net/profile/dhbalaji/wallet