

ELAKYA VELUMANIYAN

PRINCIPAL FRONTEND ENGINEER

DETAILS

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LINKS

[Resume](#)

[LinkedIn](#)

[GitHub](#)

[Business website](#)

[Job hunt site](#)

[Form Highlight site](#)

[Hackerrank](#)

[Foodpanda Vendor Portal](#)

[Yemeksepeti Vendor Portal](#)

[Pedidosya Vendor Portal](#)

SKILLS

JavaScript (ES6)



ReactJs



HTML5



CSS3



Lighting Web Components
(LDS)



NodeJs



Python



Jasmine Framework



PROFILE

A seasoned software developer with over 10 years of experience in designing User Interface (UI) applications, professional web applications, and frameworks using technologies such as Javascript, Typescript, React, HTML, and CSS. I have hands-on experience in developing web applications using the LWC of Salesforce and have served as a team leader, successfully taking projects from concept to launch. My results-driven mentality and ability to implement new, efficient technologies have enabled me to continually improve my team's performance, consistently meeting aggressive deadlines. I have also demonstrated proficiency in creating browser extension solutions using React and Javascript, and place a strong emphasis on scalable and well-documented code. I am looking forward to work collaboratively and lead independent projects.

EMPLOYMENT HISTORY

Principal Software Engineer, DeliveryHero

Dubai

Dec 2021 — Present

- Significantly improved web page performance by 70% by addressing issues identified in the lighthouse report, through optimization of image load time, design of a new architecture for styling and establishment of standards for maintainable code resulting in a more efficient and user-friendly experience.
- Overhauled the entire vendor portal for Foodpanda, resulting in a substantial increase in onboarding conversion rate from 50% to 98%. Continuously working to further improve the conversion rate through user-centered interactive testing to enhance the overall user experience.
- Successfully established a new market in Turkey for Yemeksepeti by launching a web page, which now receives over 88% of orders. This was achieved through the successful implementation of my market entry strategy.
- Streamlined the process of comparing styling changes and deploying them by eliminating manual work, leading to an impressive increase in productivity time of 80%. This improvement greatly increased the efficiency of the team.
- Designed a webpage for the Pedidosya vendor portal that served as a model of excellence, inspiring stakeholders from 3 other markets in various regions to adopt the same design, highlighting the value of my design skills and the impact it had on the company's success.
- Played a vital role in the development of the team by hiring and mentoring 3 front-end developers, expanding their skill set in the Salesforce Lightning Design System. This led to a significant improvement in the team's overall performance and capabilities.

Senior Software Engineer, NortonLifeLock

Chennai

Sep 2019 — Dec 2021

- Significantly improved the security rating of the product to 5/5 by addressing high severity vulnerabilities identified through penetration testing, such as implementing event handling in the extension to distinguish between user events and script events and by ensuring that passwords were no longer stored in a raw format on the local disk, providing a secure and reliable user experience.

- Successfully migrated 100% of customers who were using the product in Internet Explorer to alternative browsers by developing an IE11 support page on the Norton portal, effectively communicating the end-of-support status of IE and ensuring a seamless transition for our users.
- Facilitated the product unlock feature by redesigning the Norton Password Manager extension to manage all devices. Designed and implemented robust security measures, such as encryption, for a feature that enables users to onboard the password manager extension using QR code, providing a secure and seamless experience.
- As a development lead and product owner, streamlined the build process by improving the build system and creating a white-label product for Avira and Norton. This resulted in the elimination of 100% of manual duplication work, thus increasing the efficiency and productivity of the team.
- Was able to optimize the build process by leveraging Jenkins, resulting in a significant reduction of approximately 3 hours per build. Additionally, this solution effectively addressed version inconsistencies across multiple products, ensuring a cohesive and uniform user experience.
- Developed a single-page application for the Password Manager feature on Norton's e-commerce site (<https://my.norton.com/extspa/passwordmanager>), providing a seamless user experience and streamlined access to password management functionality.
- As a result of the discontinuation of web extension support in Safari, I was able to swiftly migrate 100% of users in Safari to the new app extension, which I had developed within a constrained timeline, ensuring continuity of service for our users.
- Designed an approach to improve the performance of web page analysis, which led to a significant reduction in page load time from 10 seconds to 1 second on high content sites, thereby enhancing the user experience.
- Provided assistance to an external team by offering support in testing, troubleshooting methods, and documenting resolutions for integrating 3rd party sign-ins such as Google and Apple into the Password Manager login flow, which enabled a more streamlined user experience.
- Awarded best employee of the quarter 2019 and received an amount of 7K INR.
- Awarded star of the sprint continuously for more than 4 times.

Technology used : React, Javascript, Typescript, HTML, CSS and AWS

Software Engineer, Symantec

Chennai

Sep 2017 — Sep 2019

- Developed and implemented new features for extensions that allow users to authenticate the extension vault using a mobile application, providing a secure and convenient way for users to access their data.
- Created a common framework for the Norton Password Manager and Norton Safe Web extensions that enabled the use of reusable code, resulting in a significant reduction in implementation time, and improved the overall efficiency of the development process.
- Assisted the team by providing expertise in resolving technical issues when designing the Safari app extension. My contributions included providing debugging options and addressing compliance policy threats, allowing the team to efficiently and effectively develop the extension.
- Resolved critical defects in the Safari app extension build, ensuring its readiness for release, and wrote unit tests as necessary. Additionally, I addressed defects raised by the localization team related to the User Interface, which was developed by the team, thus ensuring a high-quality and user-friendly experience.
- Worked in collaboration with other teams to create an initial build for the Safari app extension in order to resolve dependencies and ensure that other teams could continue their work smoothly.
- Designed and updated the layouts for the password generator in the Norton Password Manager extension to meet usability and performance requirements, providing a more user-friendly and efficient experience.
- Utilized Apple's Swift development language to implement a password reset feature in the Norton Password Manager mobile application for iOS using biometric authentication.

- Established best practices and innovative solutions to improve production rates and output quality during the development of a Safety dashboard for the Norton Password Manager extension.
- Implemented a feature to export the vault data in CSV format for the Norton Password Manager extension.
- Coordinated with the mobile team to automate the mobile unlock feature using mobile data mock, which helped in accepting a build for release

Technology used : React, Javascript, HTML, CSS, Swift and Python

Associate Software Engineer / Automation Lead, Symantec

Chennai

Sep 2015 — Sep 2017

- Developed support for credit card auto fill for more than 500 sites when using Norton password manager browser extension.
- Modified the technology (C++) used in the web analysis engine to change it to Javascript to be used across browsers.
- Promoted as an automation lead for a team of 10 and automated test cases that were done as part of feature additions to browser extensions, resulting in the team saving more than 100 hours of manual testing.
- Automated BA test cases for Identity safe product that is been used in main product Norton 360, which helped team with pushing the build to acceptance.
- Owned a product named FSD for installing Norton 360 products in desktop and send telemetry to get the KPI for the usage of that product.
- Developed features for toolbar and extensions in Chrome, Firefox and IE such as home page and default search provider.
- Developed a tool to get the number of extensions installed for a browser on a machine and created a 64-bit version of the Norton 360 product, while also supporting visual studio updates.

Technology used : Javascript, Python, Selenium framework and C++

Associate Software Quality Assurance Engineer, Symantec

Chennai

Jul 2013 — Sep 2015

- Developed an automation tool using Ranorex to automate UI test cases, reducing more than 500 hours of manual execution. Maintained the integrity of test cases and adopted new frameworks to automate web-based test cases. Provided quality assurance for builds of Norton 360.
- Reviewed more than 100 cases automated by contract employees and given feedback to get a quality test case.
- Attended support calls every week and get feedback of the product and given the requirements to team to develop the features user needs.
- Fixed defects coming in automation test cases so that it can be used for every build to test the features.
- Given knowledge transfer about C++ to testing team, so they can get started with fixing minor defects.
- Developed a defect tracking app with the use of internal defect reporter tool which will send mail everyday about the status of the defects.

Technology used : Python, Selenium framework, Ranorex tool

EDUCATION

Higher secondary, Kurinji Matriculation Higher Secondary School

Namakkal

Jul 2007 — Jul 2009

Graduated with 96%

Bachelor in Information Technology, College of Engineering, Guindy

Chennai

Aug 2009 — Jun 2013

Graduated with 82%

CERTIFICATIONS

Javascript Basic Certification from Hackerrank

<https://www.hackerrank.com/certificates/ad04232b65df>

Javascript Intermediate Certification from Hackerrank

<https://www.hackerrank.com/certificates/924657f0754a>

React Basic Certification from Hackerrank

<https://www.hackerrank.com/certificates/60e6363634f6>

ADDITIONAL ACTIVITIES

Code-a-thon

Chennai

Feb 2020 — Feb 2020

Developed a feature for the extension to create a backup for the vault data and provide the user with the last vault data in case if the vault got corrupted.

Code-a-thon

Chennai

Jan 2018 — Jan 2018

Designed an architecture to improve the performance of web analysis engine, which won 1st place and was later incorporated into the production extension and released the same year.

Perk Hackathon

Bangalore

Dec 2015 — Dec 2015

Participated in a nation wide hackathon and developed a stock market app.

Alchemy 2015

Chennai

Mar 2015 — Mar 2015

Designed a full website for an event that allowed users to register for the event, submit drafts, and final apps/papers.

Alchemy 2014

Chennai

Mar 2014 — Mar 2014

Developed an iOS app for managers to use and track defects reported by their team members, winning 2nd prize for this app.

Save the hacker

Chennai

Feb 2014 — Feb 2014

Participated in a worldwide hackathon event conducted by Freshworks and developed a new extension for highlighting text on Wikipedia or any webpage and sharing it with a friend.