

Pratik Kumar Raj

Full-Stack Developer | Brand & Marketing Strategist

Tech enthusiast who is passionate about learning new technologies and equally dedicated to delivering results, no matter the challenge. A confident and smart team player who brings a diverse set of skills, creativity, and positivity to the team environment. Believes in thinking outside the box to solve engineering challenges and introduce innovative approaches to software development. Also experienced in leading digital initiatives and on-ground campaigns as a Brand & Marketing Strategist, combining technology with storytelling to enhance brand visibility and user engagement. Passionate about building scalable, tech-driven solutions that not only solve real-world problems but also contribute to business growth and long-term brand success.



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WORK EXPERIENCE

Software Developer Knowledgeflex Technologies

04/2023 - Present,

Bengaluru

Projects

Learniflex (Learning Management System)

Tasks

- Delivered full end-to-end backend development for the Learniflex platform, gaining deep expertise in database design, service architecture, and scalable system design.
- Migrated backend from SQL Server (stored procedure-heavy architecture) to MongoDB and Entity Framework with LINQ, significantly improving API response times and reducing server-side load under increasing user traffic.
- Led integration between backend services and Android clients via REST APIs, Firebase, and WebSockets for features like real-time notifications and session management.
- Designed and implemented Windows Services and Console Applications for MIS and APK-related backend processes.
- Initiated and executed multiple R&D projects, including:
 - OpenAI-powered Chat Trainer for Security & Facility domains.
 - AI Chat Bot Builder and Flash Quiz & Assessment module development.
 - SCORM video tracking system with backend analytics.
 - Multi-language content support for modular deployment.
- Mentored junior developers, conducted knowledge transfers, and successfully took over complete ownership and transition of Learniflex and MTrainer platforms.

Election Campaign Project – Brand & Marketing Strategy
(Lok Sabha 2024)

Tasks

- Spearheaded the digital and on-ground campaign strategy for BJP during the 2024 Lok Sabha elections across Patna (Bihar) and Cuttack (Odisha).
- Designed and developed user-friendly web pages and backend APIs for voter outreach and campaign data analysis.
- Built and maintained real-time election survey reporting tools, helping leadership make informed decisions during active campaigning.
- Successfully led and trained a team of 70+ on-ground volunteers, ensuring seamless coordination across multiple locations under high-pressure and rapidly evolving political conditions.
- Delivered a fully organized and digitally monitored campaign, aligning messaging, field data, and digital engagement for maximum impact.
- Gained hands-on experience in team building, crisis management, and brand positioning under real-world political and social dynamics.

SXP Infiled (International Project)

Tasks

- Contributed to the development of a dynamic, real-time web application designed for multinational use with timezone-specific functionality.
- Focused on UI/UX development and seamless API integration, enhancing user experience across global locations.
- Gained strong understanding of web application architecture, project structure, and frontend-backend communication.
- Implemented timezone-aware components to ensure consistent real-time data synchronization across regions.

SKILLS

Vue.js

JavaScript

React

C#

.NET Blazor

.NET

HTML 5

CSS

Bootstrap

Tailwind CSS

Graphics

SEO

Branding

Marketing

MS SQL

MongoDB

PROFESSIONAL SUMMARY

UI/UX Development:

Built responsive and intuitive web interfaces using Bootstrap and Tailwind CSS, focusing on clean design and seamless user experience.

Full-stack Web Application Development:

Delivered end-to-end web applications with strong backend logic, including API development, service integration, and real-time data flow.

Backend Architecture & Database Design:

Possess deep understanding of database structure and architecture, including optimized schema design and performance-focused query development.

Brand & Marketing Strategy:

Successfully led digital initiatives and on-ground campaigns as a Brand & Marketing Strategist, combining technology with creative storytelling to build strong brand presence, user engagement, and market reach.

Innovation & Strategy:

Passionate about working on challenging projects, delivering solid products, and driving impact through technology-driven business solutions.

EDUCATION

Bachelor of Computer Application (BCA) YBN University

2024

Ranchi

XII

Radha Govind intermediate College.

2021

Ramgarh

X

Radha Govind Sr. Sec. Public School.

2018

Ramgarh