

Karthikeyan Vijayan

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WORK EXPERIENCE

Full Stack Developer

01/2024 – Present

Freelance Web Developer

- Built scalable web scraper processing 75K pages using Node.js, Cheerio, and MongoDB. Implemented custom extraction algorithms and optimized data storage.
- Built an End-to-End Sports Competition Website (playu.in) featuring registration, payment processing, and form submissions, leveraging HTML, CSS, JavaScript, and Node.js, HAPI.js framework with integrated payment gateway for secure transactions.
- Developed a highly efficient, lightweight meal generation web application using vanilla JavaScript, HTML, and CSS without frameworks to minimize resource consumption, optimizing for cross-browser compatibility and delivering personalized meal suggestions with minimal latency

Full Stack Developer

03/2022 – 12/2023

Central Tech

- Implemented mobile single checkout page using DOM manipulation, reducing checkout drops by 10% and eliminating costly change requests, resulting in significant time and resource savings.
- Conducted 50+ A/B tests via Google Optimize and Insider, integrating successful ones into React-based e-commerce platform, which directly increased the sales.
- Translated Zeplin and Figma UI/UX designs into React components using hooks, HOCs, and both class/functional paradigms.
- Utilized Git for version control in collaborative React UI development.
- Collaborated with QA team to swiftly resolve bugs, ensuring product stability and smooth UX.
- Managed analytics using Google Tag Manager, Analytics, and Optimize 360; conducted Firebase remote config experiments.
- Analysed UX with UXcam and MS Clarity; implemented fixes to enhance user experience.

Catalogue Associate

01/2020 – 02/2022

Amazon

- Successfully optimized product listings for Amazon catalogue in US, UK, Canada, and Australia marketplace with JavaScript to automate tasks.

EDUCATION

Bachelor of Engineering in Computer Science

Anna University

SKILLS

- **Languages:** C, Go, JavaScript, Python, TypeScript
- **Technologies:** Cheerio, CI/CD, CSS, Docker, Express, Git, HTML, Jest, MongoDB, Ngnix, Node.js, Postgresql, React.js, SCSS, Tailwind, Vite