

# Krishna Chaitanya Malireddy

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## Summary

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Enthusiastic and reliable front-end Developer with 5 years of industry experience in designing, developing, and delivering user-centric web applications.

## Education

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### BACHELOR'S IN ELECTRICIAC AND ELECTRONICS ENGINEERING

Jawaharlal Nehru Technological University, Kakinada, India

## Technical Skills

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**Programming Languages:** HTML, CSS, JavaScript, php, jQuery, Bootstrap, Tailwind CSS, React

**Databases:** SQL Server, MySQL, Oracle

**Web Development Tools:** WordPress, Sublime Text, Visual Studio

**Design Tools:** Figma, Avocode, Adobe Photoshop, GIMP

**SEO Tools:** Google Search Console, Yoast SEO, SEMrush, Page Speed Insights, Google Analytics

**Others:** Git, Jira, Jenkins, Mailchimp, MAMP, FileZilla

**Methodologies:** Agile, Scrum

## Professional Experience

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### Software Developer | Draup (Zinnov Management Consulting)

September 2020 – Present

Draup is an enterprise decision-making platform for global CXO leaders in sales and talent domains.

Website provides a brief about services the Platform provides.

#### Responsibilities:

- Designing, developing, and monitoring web application using HTML, CSS, Bootstrap, JavaScript, php and WordPress based on the requirements.
- Developed a design system: Created a single source for design rules, UI elements, and brand assets, ensuring a consistent and polished look across all digital and print materials.
- Creating custom themes and managing CMS Like WordPress
- Developed web pages that adapt seamlessly to different browsers and screen sizes, ensuring optimal user experience across a variety of devices and platforms
- Managed diverse staging environments: Effectively coordinated and operated within Dev, QA, Pre-prod staging environments, facilitating smooth development, testing, and deployment processes to ensure software quality and reliability
- Employed AJAX calls to interact and communicate with backend systems, ensuring efficient data exchange and system functionality
- Employed the WordPress REST API to facilitate communication with other websites and perform various tasks and projects.
- Using version control system (GIT) and repository hosting service (GitHub, Bitbucket) to keep track of the changes in software development projects
- Handling the application build and deploy staged process in Jenkins
- Good experience in performing Search Engine Optimization & Well-versed in Google Analytics

**Environment:** WordPress, HTML, CSS, JavaScript, jQuery, php, Bootstrap, Jenkins, Jira, SQL

**Project: ADA India Website**

ADA is a prominent brand in the Nature Aquariums Industry. Website provides a brief about products and services the company provides

**Responsibilities:**

- Designing, coding, monitoring, and testing application code using Software Development Life Cycle.
- Designing, developing, and monitoring web pages of existing site for new products and marketing promotions using HTML5, CSS3, Bootstrap, JavaScript, Elementor and WordPress
- Enhancing the existing portal to responsive web design (RWD).
- Writing test cases and unit testing application web pages
- Provided effective resolutions to customer queries and resolved the issues in stringent timeliness.

**Environment:** WordPress, HTML5, CSS3, JavaScript, Elementor, Bootstrap.

**Project: Online Sales App & Website, TGIAC ( By Still Water Aquatics)**

Online Sales platform to sell products and services to every corner of the country, and even helps in performing marketing events and increases reach to potential customer. Online sales app for both Android and IOS platform using Ionic v2 framework as a hybrid solution.

TGIAC: The Great Indian Aquascaping Contest is India's largest aquatic plant layout photo contest.

**Responsibilities:**

- Designed and Developed Ecommerce store website using Elementor and Woo-Commerce
- Designed and developed user registration portal using HTML, CSS, and PHP
- Handled Ionic Integration of App to the backend Woo-commerce dashboard
- Performed roles of Woo-commerce Admin & Product Catalog Manager for Ecommerce store
- Managed technical integration with third party for the payment and tracking
- Used SendInBlue as part of transaction Email Responses for registration, Submission of user entry
- Performed SQL Queries and Segregated data according to Client's requirements

**Environment:** WordPress, HTML5, CSS3, JavaScript, Elementor, Bootstrap, Woo-Commerce, Ionic Framework, Razorpay, PHP, PhpMyAdmin, Typeform, FileZilla, SQL