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MOHAN KUMAR R

PROFESSIONAL SUMMARY

Seasoned React Developer with 4+ years of Front-End Development experience and overall 13+ years of experience. Crafting high-performance, scalable web applications. Expertise in React ecosystem, state management, and modern JavaScript frameworks. Spearheaded development of a mission-critical, reducing load times by 40% and increasing user engagement by 25%. Adapt at leading cross-functional teams.

SKILLS

- **Web Technologies**: HTML5, CSS3, JavaScript, ReactJS, Redux, Typescript, Webpack, Material-UI

- **Ad Platforms:** Celtra, Yahoo Creative SSP & DSP, Google Ad Manager (GAM), Innervate, Innovid

- **Project & Product Tools:** Jira, Salesforce, Git, GitHub, Postman

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- **UI/UX Design & Tools:** Figma, Adobe Animate CC, GWD, Photoshop, After Effects, Canva

- **Soft Skills:** Client Communication, Cross-Team Collaboration, Agile Methodology, Code Reviews

- **Database:** MySQL, SQL Server

WORK HISTORY

SOFTWARE DEV ENGINEER I 09/2014 to 02/2025
Yahoo Software Development India Private Limited, Bangalore, India

- Developed and maintained responsive web applications using React, React Router, and Redux.

- Participated in code reviews and pair programming sessions to improve code quality and share best practices.

- Gained hands-on experience in building web applications using React, HTML5, and CSS3.

- Demonstrated the ability to quickly learn and adapt to new technologies and frameworks.

- Implemented complex UI features, such as interactive dashboards, data visualizations, and responsive layouts.

- Focused on beautiful UX and performance optimizations.

- Supported existing apps, working on a tech debt, negotiated with managers to acquire time for refactoring.

- Converted client needs and wishes to descent solutions, made biweekly meetings to demo actual progress to clients.

- Implemented new designs from Figma in a pixel perfect manner.

- Made project estimations and presale advising for sales department.

- Participated the tech interviews for newcomers.
- Led the end-to-end development of custom ad formats tailored to Fortune 500 clients, enabling innovative digital campaigns.
- Integrated and optimized ads across DSPs and SSPs, ensuring compliance and creative functionality across all browsers and platforms.
- Implemented clickTAG, 3rd-party trackers, and A/B test variations using tools like Celtra, GWD, and Yahoo Ad Platform.
- Contributed to ad reporting, data extraction, and campaign optimization using Yahoo tools and analytics.
- Coordinated directly with designers, ad ops, and marketing teams to tailor UI/UX to business goals and campaign KPIs.
- Improved load performance by 30% through code profiling, media compression, and deferred scripting.
- Mentored junior developers and contributed to internal documentation and reusable ad templates.

SOFTWARE ENGINEER 10/2013 to 09/2014
REALBRIDGE e-Marketing Solutions Pvt Ltd, Bangalore, India

- Designed and developed high-performance online bingo games for the GameVillage platform using Flash and HTML5, delivering immersive gameplay experiences.
- Migrated core game engine and UI components from ActionScript (Flash) to HTML5/JavaScript, improving device compatibility and future-proofing the platform.
- Collaborated closely with game designers to implement dynamic game logic, animations, and player interactions.
- Integrated real-time data feeds and game states using SQL Server, including player stats, game history, and leaderboard functionality.
- Tuned database queries and performed backend optimization to support seamless multiplayer sessions and reduce latency.
- Actively contributed to codebase modularization, improving maintainability and scalability of the game framework.

FLASH PROGRAMMER 02/2013 to 10/2013
Lionbridge Technologies LLP, Chennai, India

- Designed and developed SCORM-compliant e-learning modules using Adobe Captivate and Flash, aligning with international educational standards and accessibility guidelines.
- Created engaging interactive learning content, quizzes, and simulations for global clients across industries including IT, healthcare, and finance.
- Ensured seamless Learning Management System (LMS) integration, tested SCORM packages for tracking learner progress and course completion.
- Collaborated with instructional designers to translate storyboards into visual and functional e-learning experiences.

- Conducted cross-platform testing to ensure consistent user experience across browsers and devices.
- Optimized animation sequences and media assets for faster loading and reduced bandwidth consumption in remote learning environments.

FLASH PROGRAMMER 02/2011 to 02/2013
Xerago, Chennai

- Designed and developed interactive Flash-based web applications and rich UI modules for enterprise clients such as Citibank, including tools like finance calculators, branch locator maps, and promotional campaign interfaces.
- Created and customized animated ad creatives and banners, adapting regional and global campaigns for digital rollout using Flash and Photoshop.
- Delivered engaging visual effects, transitions, and motion graphics for marketing assets, ensuring high visual fidelity and optimized performance.
- Collaborated closely with marketing and product teams to implement design specs and brand guidelines across digital campaigns.
- Used Adobe Photoshop and Illustrator to design assets for Flash integration, landing pages, and campaign micro-sites.
- Ensured quality through detailed testing and cross-browser compatibility checks, adhering to internal QA standards.
- Mentored junior developers and conducted hands-on training in Flash animation, ActionScript fundamentals, and design tools, fostering a knowledge-sharing culture.

EDUCATION

Anna University, Chennai, India
Bachelor of Engineering, Computer Science

CERTIFICATE

- Google Ads Creative Certification
- Yahoo Blueprint Certification
- Yahoo DSP Certification
- Yahoo Identity Solutions Certification
- Controlling ChatGPT with Custom Instructions or API System Messages
- Crafting Strategic Visual Stories

LANGUAGE

English (Fluent)   Hindi (Fluent)

Tamil (Fluent)   Kannada (Intermediate)