Narender Vaddepelly

Senior JavaScript Architect | System Optimization Expert | Ex-ABOUT YOU, Immowelt

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JavaScript Software Architect with 9+ years of experience delivering performant, scalable, and modular web applications used by millions. Proven expertise in micro-frontends, design systems, and Core Web Vitals optimization-delivering 20-30% efficiency gains across major products in eCommerce, PropTech, and Media. Adept at building high-performing teams, leading architecture, and shipping business-critical features fast and reliably.

Core Competencies

Frontend: React.js, Next.js, Vue.js, Angular, Svelte, TypeScript, Zustand, Redux, Tailwind, SCSS

Mobile: Flutter, React Native, Ionic

Backend: Node.js, NestJS, Express.js, Java, MongoDB, RavenDB

Cloud/DevOps: AWS (Lambda, S3, EC2), Docker, GitHub Actions, CI/CD

Performance: Web Vitals, SEO, SSR, Service Workers, PWAs

Testing: Jest, Cypress, Jasmine

Project Leadership: Agile, Scrum, Mentorship, Team Scaling

Experience

10/2023 - Present
Senior Frontend Engineer / Architect
AVIV Group, Hamburg, Germany
Leading frontend architecture and optimization efforts to enhance scalability and performance.

- Designed a **micro-frontend system** (Empro), reducing component duplication and improving team velocity by 30%.
- Built a **Web Components library** to unify UI across teams, cutting dev cycles.
- Improved **Core Web Vitals & SEO**, driving better search rankings and UX.
- Mentored a team of 6 engineers on scalable architecture and testing best practices.
- **Tech Stack**: React.js, React Query, Angular 17+, TypeScript, Tailwind CSS, Web Components, PWAs, Service Workers, GraphQL, AWS Serverless

03/2021 – 09/2023
Frontend Engineer
ABOUT YOU, Hamburg, Germany
Developed and optimized a high-traffic eCommerce platform, improving user engagement and conversion rates.

- Led **checkout system overhaul**, increasing conversion rates and reducing cart abandonment.
- Developed modular, reusable Vue.js components, reducing frontend code complexity and improving scalability.
- Collaborated with 3+ cross-functional peers in fast-paced agile environments.
- **Tech Stack:** Vue.js, Vuex, React.js, TypeScript, JavaScript, BEM CSS, Nuxt.js, Jest.

05/2017 – 09/2020
Senior Frontend Developer
Techolution, Hyderabad, India
Designed and optimized web applications, ensuring high availability and smooth user experiences.

- Co-engineered Car and Driver's frontend architecture, ensuring high availability and scalability.
- Optimized page load times through SSR and PWA strategies, leading to improved user engagement.
- Conducted cross-browser tests, ensuring broad compatibility and a seamless user experience.
- **Tech Stack**: React.js, Redux, Vue.js, Angular 2+, RxJS, Node.js, MongoDB, SCSS, Webpack

11/2015 – 04/2017
Software Developer
NibbleMatrix, Hyderabad, India

- Developed key features for an e-commerce food app, ensuring scalability and performance.
- Integrated backend APIs with Node.js, enhancing response efficiency.
- Implemented secure payment gateways, improving checkout success rates
- **Tech Stack**: Java, Hibernate, AngularJS, Node.js, MongoDB, CSS, Express.js

Projects

Empro – **Real Estate Marketplace** - **AVIV Group** (10/2023 – Present)
- Architected a micro-frontend ecosystem using React.js, TypeScript, and NestJS, enhancing platform stability and scalability.
- Enhanced search algorithm efficiency, reducing query times by 25% and increasing user session duration by 10%.

Checkout – **ABOUT YOU** (03/2021 – 09/2023)
- Revamped the checkout flow with Vue.js, improving transaction success rates and reducing cart abandonment.
- Integrated streamlined payment APIs, ensuring a seamless and error-free checkout experience.

Car and Driver – Automotive Platform – **Techolution**(05/2017 – 09/2020)
- Designed a fully responsive UI, reducing load times through SSR implementation using Angular 2+, HTML and CSS.
- Ensured broad device compatibility, expanding the platform's reach to a global audience.

Education

08/2010 - 04/2014
JNTU University, Hyderabad - Bachelors of Technology