



# NAVEEN REDDY RELLA

Software Engineer

Flexible team member and confident professional with strong technical & communication skills. Highly organized and efficient in fast-paced multitasking environments, able to adapt to changing priorities with positive attitude.

## Contact



Fremont - CA



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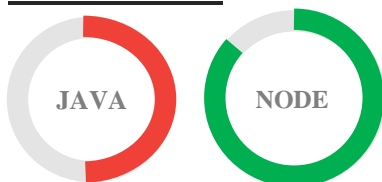
linkedin.com/in/naveenrella

## Skills :

### Frontend



### Backend



## Education

2014 – 2015

Masters in Computer Science

Graduated from Northwestern polytechnic University with **3.91 GPA**

## Work Experience

June 2016 – Present

Delta Dental of California

Role : Software Engineer

Working as SE in multiple customer facing and internal projects at delta dental for the past 2 years.

### Skills learned at Delta Dental

- Used **Redis** for server-side caching
- Created **Custom Node Modules** and exported to enterprise artifactory to reuse these module across different applications.
- Built, configured and Maintained **CMS** through solar.
- Compiled and UX tested the screens in **Jbake** before implementing in the spring **Freemarker view resolver**.
- Created **RestAPI's** Using Spring with MS SQL as database.

Jul 2013 – Dec 2015

Hr Peri

Role : UI - developer

Worked as Intern and Freelancer at Hr peri as developing & maintaing Hr Peri client wesites.

### Skills learned at Hr Peri

- Developed a single page, mobile-first, cross-device/cross-browser web application for UI Bootstrap, Angular JS.
- Implemented backend database development using **Oracle SQL**.

Please take a look at our vice-president's appreciation on the next page

# CX MARKETPLACE

We are a small scrum team challenged with improving online conversion and increasing enrollments for one of our strategic imperatives, D2C. This is our story.

## THE PROBLEM



Poor experience = Poor conversion

## THE GOAL



Launch new shopping & buying experiences in 40+ states for AARP and Delta Direct

**TARGET:** Launch by Q3

**MAX:** Launch by Q2

Now that's aggressive!

## HOW DID WE DO?



Nailed it! Delivered the MAX goal on May 31, one month ahead of schedule!

## THE IMPACT



153%

Conversion improvement YTD, part of which is attributed to the new digital experience.

= \$9.2M

Total incremental revenue in 2018  
(Actual so far + Forecasted)

## HOW DID WE DO IT?



D2C & CX work as one  
Big family!



Co-located autonomous teams allows us to make decisions fast.



Focus.  
On one problem.



Test website designs with members before building.



Break down work into bite size chunks.



Make everything Configurable.



Launch something.  
Anything.  
Every two weeks.



## and we adopted a... DESIGN MINDSET



Post-its. Sketches.  
Wireframes. Designs.



## THE TEAM



**Naveen Reddy**  
**naveenreddyrella@gmail.com**  
**(682-401-9013)**

### PROFESSIONAL SUMMARY

- Expertise in Single Page Applications development using **AngularJS 1x**.
- Expertise in building responsive and adaptive applications using **BOOTSTRAP, FOUNDATION** and **MEDIA QUERIES**.
- Expertise in Web Technologies **HTML5, FREEMARKER, CSS3, LESS, SASS, Angular, Handlebars & Node Js**.
- Expertise in **Freemarker Template Language** with **Spring-MVC** and **Spring Boot**.
- Expertise in integrating the **Freemarker** with the **REST API's**
- Experience in writing **Restful** web service in **Spring MVC**.
- Experience in resolving multi browser compatibility issues.
- Experience in understanding Document Object Model (**DOM**), **DOM Functions**.
- Proficient in Object Oriented Design/Development (**OOD**), Object Oriented Analysis and Design (**OOD**), Model View Control (**MVC**) design pattern and Test Driven Development (**TDD**).
- Experience in writing **PL/SQL queries**.
- Extensive experience in using **SVN, Github, Eclipse, Jbake, VScode** and **STS** tools.
- Expert in **documentation** using **MS tools** (Word, Excel, PPT, Project and Visio).
- Experience in working with testing tools like **Chrome** or **safari** web inspectors, **Firebug** and IE Developer Toolbar.
- Working experience in **onsite- offshore** model.
- Working experience in Agile development environment (**Scrum**)
- Team player, experience working with multiple teams and ability to work on new technologies in a relatively shorter time (picking up java and writing **Restful** in no time).
- Ability to work well under strict time limit and without direct supervision
- Aptitude and willingness to learn and implement new and emerging technologies.
- **Masters in Computer sciences with 3.91 GPA.**

### FIVE ADJECTIVES TO DESCRIBE MYSELF

Adaptable, Quick, Flexible, Multitasking & Determined.

TECHNICAL SKILLS	
Web Technologies	HTML5, CSS3, Bootstrap ,JavaScript, Foundation, Media queries & Handlebars
Workflow & Delivery	Responsive Web Design, Mobile Development, Single-Page-App
JavaScript Library/Framework	vanilla.js, JQuery, Angular.js, REACT js, Express.js, Node.js,
Programming Languages	Java( SpringMVC ), C++, C. JavaScript
Databases	SQL Server 2008, Oracle 11g, MySQL 5.1
Build and Dependency Tools	Grunt, ANT, <b>Maven 3</b> , Bower, <b>NPM</b> , <b>Jenkins &amp; gulp</b> .
IDE	SublimeText3, Notepad++ and Eclipse, Net Beans, Eclipse Kepler, IntelliJ IDEA, spring suite, IntelliJ idea & Visual Studio
Debugging Tools & Testing	Firebug and Chrome Developer Tools, Jasmine mocha & JUnit.
Designing Tools	Photoshop cs5, Lightroom 5

## PROJECTS' DETAILS

**Organization:** Delta Dental of California  
**San Francisco, CA**  
**Role:** Software Engineer

**Aug 2017 – Present**

**Description:** Delta Dental is the largest dental plan system in the United States. The Delta Dental Plans Association is composed of 39 independent Delta Dental member companies operating in all 50 states, the District of Columbia and Puerto Rico. These member companies provide coverage to 68 million people, enrolled in over 120,000 groups. While many of the Delta Dental member companies and Delta Dental Plans Association (DDPA) are non-profit organizations, a few of the member companies have for-profit segments. Delta Dental member companies serve more than one third of the estimated 166 million Americans with dental insurance.

### Scope of the Project:

CX-Shopping & Buying applications are part of the overall buying process for individual businesses on the DDINS website. This system allows individuals/families/seniors to enroll in Delta Dental insurance plans through various channels like DELTA, AARP, COSTCO, etc. CX-Shopping & Buying applications are meant to replace the current HCentive UI application for individual business enrollment. The current buying process is tedious requiring the user to create an account to begin the enrollment process. Also, with the advancement of technology, we need to be able to provide excellent user experience on desktop and mobile platforms. The replacement of the HCentive UI by CX-Enroll application is being done in phases. It is scalable across all states and configurable by brand.

### Highlights:

- Used **Redis** for **server-side caching**
- Created **Custom Node Modules** and exported to enterprise artifactory to reuse these module across different applications.

Find my work here : <https://www.deltadentalins.com/shopping/delta/get-a-quote?issuerCode=DELTA>

### Job - role:

- Contributed in building a UI framework called Pattern-Lab (Delta dental private UI framework) built with Handlebars on the top Node Js.
  - Pattern lab uses component model
  - Built, configured and Maintained **CMS** through solar.
  - Handled **Memory-Leak** Issue. (Garbage Collection in Node Js).
  - Handled server side caching using **Redis**.
  - Published NPM module across Delta Dental NPM repo for reusability.
  - Handled PHI in logs with custom built logger functionality.
  - Written Jenkins scripts for copying the static folder (CSS, Images, fonts, etc...) into the artifactory.
  - Handled promise chain exception cases.
  - Written 1544 Unit test-cases for both the applications (Shopping and Buying) using mocha & chai.
  - Written UI test-cases using jasmine.
  - Written CSS unit-test cases using **Backstop JS**.
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**Organization:** State of California  
**Implementer:** Delta Dental of California  
**San Francisco, CA**  
**Role:** Full Stack Developer

**Jan 2017 – July 2017**

**Description:** Delta Dental currently hosts the Denti-Cal website within its own web network.  
The web portal shall be hosted on a separate Delta Dental infrastructure as compared to the Denti-Cal website.

### Scope of the Project:

Secure and exclusive web log-in for Denti-Cal beneficiaries and providers with defined user functionalities and system capabilities for web portal.  
Dedicated, comprehensive, and dynamic provider directory display for Denti-Cal.  
Structural, format, content, and language adherence of newly designed web portal/provider directory with contract requirements.  
Compliance of provider directory and web portal design with Section 508 for website readability, compatibility and accessibility standards.  
Web based technical and contact support for newly created features in web portal and/or provider directory.

**Environment:** HTML5, CSS, SASS, JSON, Bootstrap, Jbake, Freemarker, Sublime, Restful APIs, GITHUB, Spring Tool Suite, Maven, Apache Tomcat 8 , WinScp, Putty, Chrome developer tools, Firebug. Spring 4.2.0. Jira.

### Job - role:

- Developed new screens which are **Section 508 Standard (Accessibility)** and **Internationalization (i18n)**.
  - As part of translation feature, all labels commencing pre secure-login section such as username and password to all those found within beneficiary portal's post-login secure web portal pages can be potentially translated into 14 different languages besides English.
  - Applied **Bootstrap** for **responsiveness** as denti-Cal is mostly widely used on mobile phones.
  - **Google mapping** services for provider locations in provider directory as well as **Google analytics** services for Denti-Cal web portal and related applications of website.
  - Compiled and UX tested the screens in **Jbake** before implementing in the spring **Freemarker view resolver**.
  - Consumed the REST API service with **RestTemplate** and then rendered the dynamic response on to freemarker template.
  - Applied pagination on freemarker when the data is huge.
  - Created **RestAPI's** Using Spring with MS SQL as database.
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**Organization:** Delta Dental Insurance Company  
**San Francisco, CA**  
**Role:** Web UI Developer

**June 2016 - Dec 2016**

**Description:** Delta Dental had a legacy web application called Access Management Tool (AMT) to create and manage their business clients (i.e. employers) accounts, create and manage their users. This is an internal application for Delta Dental and their administrators use this application. I was part of the team in building completely new UI application to replace the current application. This new application is very intuitive and added many new features (like progress bars, alerts, animation effects) so that Delta Dental administrator can manage it more easily.

**Environment:** HTML5, CSS3, SASS, JavaScript, Angular JS, JSON, Bootstrap, NPM, Node.js, Sublime, Restful APIs, SVN, Adobe Flash, Photoshop, Adobe Dreamweaver CS3, Eclipse, Maven, Apache Tomcat, WinScp, Putty, Chrome developer tools, Firebug. Jira & Jboss.

### Job -role:

- Looked at the existing application to understand the features, requirements. Worked with business and administrator teams to understand the pain points in the current system so that we can try those problems and make it easy for them.
- Used components such as UI-Router, UI- Bootstrap, angular-growl, ngTouch, ngMaterial, angular-confirm.
- Created a mock API, which includes all the JSON data in that. There were mock services and controllers written both on the client and server side to dynamically populate the content to the Angular templates from the backend API's.
- Initially we have used NodeJS/ExpressJS REST services and built the UI app using that mocked backend. Later we have integrated with the real backend system and coordinated with server-side development team.
- Each element on the page is created as templates in order to maintain the modularity and make it reusable for other fields in different states.

- Created custom directives in Angular-JS for re-usable components.
  - Created custom filters (like unique-Filter) and services (like user-Services) to reuse them throughout the application.
  - Maintained the consistency with other teams by getting our code reviewed by the other team tech leads.
  - Built custom validations and used angular validations before submitting it to backend.
  - Extensively used (Angular Bootstrap) for animations and pagination on the page, and UI components.
  - Worked on Cross-Browser compatibility and fixed bugs for several browsers.
  - Resolved Aggressive caching in IE.
  - Worked on Cross-origin resource sharing.
  - Worked on creating responsive website for smart devices using Bootstrap.
  - We have followed agile methodology. We have a daily scrum meeting at 9.30am where we discuss all the tasks we have to finish for that days and also discuss any blockers or issues. We have used JIRA as our issue reporting tool.
  - Developed a single page, mobile-first, cross-device/cross-browser web application for UI Bootstrap, Angular JS.
  - Work in cross-functional team to develop timely changes and meet the design requirements.
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**Organization:** Hr Peri  
Hyderabad, India

**Jul 2013 - Dec 2015**

**Role:** UI Developer (Intern)

**Description:** Me and my friend has started a small startup to promote any small or medium scale business, We built websites and get paid per clicks and we built with newer concepts of Angular Js, HTML5 and CSS3. Static pages has got more dynamic with the concept of single page application.

**Environments:** HTML5, CSS3, JavaScript, AngularJS 1.2, JQUERY 1.8.3, Bootstrap 3.0, REST(web service),AJAX, Express.js and Spring MVC.

**Job-Role:**

- Redesigned the existing module with **AngularJS** according to the client requirements.
- Created a custom, single-page, responsive web application to replace a legacy line-of-business web application using AngularJS.
- Developed front end for the entire website using **HTML5, CSS3 & Angular JS**.
- Converted raw images and layouts from a graphic designer into CSS/HTML themes.
- Implemented web-page using the semantic markup and page layout of HTML5 and implemented the new CSS3 border-radius property for the design layout and CSS3 transitions to change property values over a given duration.
- Used **SASS** for creating CSS frameworks store things like colors, font stacks, or any CSS value.
- URL routing handled by UI state router, allowing us to divide the application into logical modules (templates and controllers), each of which would be instantiated when its route was invoked by **\$RouteProvider** in **AngularJS** to route the data from one service to another server.
- Leveraged angular resources for all data access, encapsulating **URLs** and standardizing data access interfaces.
- Created custom directives in AngularJS for re-usable components (multi-field form elements, background file uploads, etc.).
- Implemented complete application in the in-built **MVC** Architecture with Angular JS.
- Coded Angular JS controllers and directives for application functionality.
- Used filters while coding in Angular JS.
- Developed and used **JSP** custom tags in the web tier to dynamically generate web pages.
- Used JSP and Servlets for developing end user interaction.
- Implemented various **JavaScript/JQuery** effects on the pages.
- Extensively used **JQUERY, JSON and DOM scripting** to create interactive web applications like message posting and auto complete form validations.
- Created dynamic web-pages making **AJAX** Calls, using the **XMLHttpRequest Object**.
- Used **jQuery** for interaction between JavaScript and HTML.
- Worked with the design of the templates and skins in CSS.
- Implemented **RESTful** API calls for **POST, PUT, DELETE and GET methods**.
- Implemented backend database development using **Oracle SQL**.
- Used Jasmine for **Unit and Functional Testing** of JavaScript.

- Designed **responsive UI** to work on cross browser and multi devices using **media queries** and **Twitter Bootstrap**.
  - Debugged and fixed browser compatibility issues using firebug for **Firefox** and web developer tools in **Chrome, Safari and IE 8, 9, 10** browsers.
  - Involved in releasing code across the different environment.
  - Involved in **bug fixing** and assisted **QA team** in navigating through the pages.
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