

NITHIN KUMAR KOLLERETHU SURESH

Etobicoke, ON • nithin@whoisnithin.com • (437) 925-5244 • [linkedin.com/in/nithin-kollerethu/](https://www.linkedin.com/in/nithin-kollerethu/)

PROFESSIONAL EXPERIENCE

LGC

Full Stack Developer

Toronto, ON

09/2022 - Present

Web Developer

06/2020 - 09/2022

- Revamped a legacy application by rewriting it using a modern tech stack, implementing React for frontend development and leveraging .NET Core for the backend API; improving usability from once a week to daily by reducing 90% page load time.
- Restructured catalogue on the website by 95% by developing a Catalogue Management Tool (CMT) and Missing Image Identifier (MII) using Python (pandas) which generates and sends reports of missing data and images to respective departments.
- Automated uploading of documents, images and data for the website seamlessly by writing Python scripts which led to 100% manual free uploads.
- Implemented a QR generator web app using PHP for Excel macros, increasing workflow efficiency by 70% and eliminating data entry errors.
- Collaborated on upgrading internal applications to the latest PHP version and migrated them to a new server, resulting in a 30% improvement in application performance and a 90% reduction in security vulnerabilities.
- Streamlined order processing and improved customer experience by integrating the website's order processing with Salesforce API, reducing manual work by 90%.
- Accomplished 100% better tracking and analysis of user data by integrating website user registration with Pardot, leading to Increased insights and targeted marketing efforts.
- Trained customer service and order processing team of over 20 people to adapt to rapid website improvements.

TORONTO RESEARCH CHEMICALS

Toronto, ON

Web Developer

01/2020 - 06/2020

Junior Web Developer

09/2018 - 12/2019

- Increased daily active users by 258.30 % by spearheading custom eCommerce to the existing website.
- Boosted online revenue by 290.15% through the integration of the Braintree Payment Gateway.
- Maintained high customer satisfaction with a Net Promoter Score (NPS) of 9 by incorporating analytics tools and working closely with the Marketing Team and Business Analysts.
- Served as a subject matter expert on website UX/UI, best practices, integrations, and troubleshooting for 6+ internal teams and 5+ external vendors worldwide.
- Accelerated user experience and sales by piloting a [chemical structure search tool](#) (page value of 54.04%).
- Established custom quotation and bulk order tool raising page value to 29.74% revenue.

FREELANCE

Toronto, ON

Web Designer and Developer

07/2017 - Present

- Orchestrated end-to-end website planning, design, development, maintenance, and evolution processes; streamlined workflows, resulting in a 60% reduction in project delivery time.
- Recent Sample works: [Silverbrush Studio](#), [Skill Training India](#), [Infratec](#), [Mopasang Valath Portfolio](#)

EDUCATION

CENTENNIAL COLLEGE

Toronto, ON

Software Engineering Technology Advanced Diploma Co-op Fast-Track

01/2018 - 12/2019

VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Bangalore, India

Bachelor of Engineering, Computer Science

07/2013 - 07/2017

ADDITIONAL INFORMATION

- **Projects:** [Personal Portfolio](#), [QRBizID](#), Inventory Management Tool, [Twin Tanker Game](#)
- **Technical Skills:** HTML5, JavaScript, CSS, SaaS Enterprise Software, PHP, Python, TypeScript, React, Vue, SASS, C#, Java, C++, .NET, SQL, GitHub, Node.js