Yogananth Balasekar
FrontEnd Developer

My Contact

✉ rajprabhu0469@gmail.com

📞 + 91 8667224491

📍 4/49, Thennilai,Kodumudi Road
, Pugalur Taluk, Karur -
639206

🔗 https://www.linkedin.com/in
/yogananth-balasekar-
534672244/

Technical Skills

- Languages: JavaScript, TypeScript, HTML, CSS, JSX

- Frameworks/Libraries: React, Redux, React Router, React Bootstrap, Tailwind, Material-UI, Ant Design

- Tools: Git, Webpack, Babel, NPM, ESLint, Prettier

- APIs: RESTful APIs, GraphQL, Axios, Fetch API

- Key Skills: Responsive Design, Cross-Browser Compatibility, Single Page Applications (SPAs), Component-Based Architecture, State Management, Context API, Hooks, Styled Components

Education Background

- M.sc(Computer Science):
  Goverment Arts And Science Bharatiar
  Univerity
  [2018-2021]
- Bachelor of Computer Application:
  Kongu College Of Arts and Science
  [2015-2018]
- Higher Secondary School Certificate
  :Bio-Maths,
  Goverment Higher Secondary
  Thennilai,[2015]

About Me

Dedicated React JS Developer with 1 year of experience in front-end development. Proficient in creating, executing, and maintaining React components, as well as automating workflows using modern JavaScript libraries and frameworks. Experienced in optimizing performance to ensure smooth and responsive user interfaces under varying conditions. Eager to collaborate with cross-functional teams, drive innovation, and contribute to the company's growth by delivering high-quality, reliable web applications that meet and exceed customer expectations

Professional Experience

Agilensmart Technology Solutions | FrontEnd Develeoper

- **Proficiency in React Development:** Skilled in building and maintaining React components, ensuring comprehensive front-end coverage with modern JavaScript libraries and frameworks.

- **Agile Project Management**: Well-versed in Agile methodologies with hands-on experience using Jira, adept at fostering collaboration, and ensuring the timely delivery of high-quality web applications through iterative development processes.

- **Development with Visual Studio Code::** Proficient in using Visual Studio Code for efficient and scalable development, contributing to the creation of robust and maintainable codebases..

- **Version Control and Collaboration**: Experienced in
  version
  control using GitHub, facilitating seamless collaboration
  code integration within development teams.

- **API Integration and Continuous Deployment** Well-versed in API testing and continuous integration practices with Jenkins, ensuring the smooth integration of software components and maintaining a focus on overall system functionality. Additionally, proficient in project
  management
  using Kanboard for streamlined workflows and effective coordination.

Projects

Project : Aimosa WebApplication

Responsibilities:

Kindle Book Sales Tracking:
- Monitored and analyzed sales performance.
- Generated reports to identify high-performing products.

Campaign Management:
- Created and managed ad campaigns for Kindle books.
- Adjusted campaign parameters to improve ROI.

Rule Creation:
- Developed automated rules for bid adjustments and budget allocation.
- Ensured efficient use of advertising budgets.

Performance Analysis:
- Analyzed ad performance metrics like CTR and conversion rates.
- Made data-driven decisions for ad placements and content.

Project : Dockify Dropshipping   E-Commerce Online

Responsibilities:

- User Interface Development: Designed and implemented a responsive and user-friendly interface using React.js, ensuring an optimal experience for both suppliers and sellers.
- Designed and implemented interactive dashboards for suppliers and sellers, enhancing product management and order efficiency; streamlined product selection processes for over 500 suppliers, resulting in a 30% reduction in order processing time.
- Real-time Inventory Management: Integrated real-time inventory updates to maintain accurate stock levels, preventing overselling and stockouts.
- Order Processing: Developed components to streamline order fulfillment and tracking, enhancing overall platform efficiency.
- Secure Authentication: Implemented secure user authentication and authorization using JWT to ensure data protection and secure transactions.
- API Integration: Collaborated with backend developers to integrate RESTful APIs, ensuring seamless communication between the frontend and backend systems.

Project : Dockify Website

Dropshipping Domain : eCommerce

Responsibilities:

- Website Development: Designed and developed the website using Shopify for ease of use and scalability.
- WooCommerce Integration: Implemented WooCommerce for added flexibility and control over customization.
- Product Management: Set up and managed product listings, ensuring accurate descriptions, pricing, and images.
- User Accounts: Developed user account functionality for consumers, businesses, and sellers to manage their profiles and orders.
- Payment Gateways: Integrated secure payment gateways to facilitate smooth transactions.
- Shipping Integrations: Added shipping options and integrated with major carriers for reliable delivery services.
- SEO Optimization: Implemented SEO best practices to improve search engine rankings and drive organic traffic.
- Marketing: Used email marketing tools and social media platforms to promote the website and attract customers.
- Customer Support: Established a support system to assist users with their inquiries and issues.

Project : Keepa Integrations

Responsibilities:

- Price Tracking:
- Integration allows applications to monitor price changes for products on Amazon.
- Fetch historical price data to analyze trends over time.
- Product Data:
- Access detailed product information, including descriptions, specifications, and images.
- Retrieve product ratings and reviews.
- Alerts and Notifications:
- Set up alerts for price drops or availability changes.
- Get notifications when a product reaches a desired price point.
- Sales Rank and Reviews:
- Track sales rank changes and analyze product performance.
- Monitor review counts and ratings over time.
- API Access:
- Utilize Keepa's API to programmatically access and manipulate data.
- Integrate Keepa's functionalities into custom software solutions, such as e-commerce platforms, market research tools, or inventory management systems.

Language Known:

English/Tamil