

# PAVAN RATNAKAR

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~ Front End Web Developer ~

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## SYNOPSIS

- ⇒ An astute **B.E. professional** with around 3.5 **years'** rich experience in the areas of web development using **YUI / jQuery / PHP 5 / JavaScript / MySQL** with expertise at **UI development and social media integration/component development**.
- ⇒ Currently associated with **Yahoo!** as a Senior Software Engineer.
- ⇒ A keen developer with expertise in using Open Source technology and rich UI development emphasizing on pixel-perfect implementations, modern programming methodologies and useful interaction design.
- ⇒ Known for approach towards work – can-do attitude, ability to collaborate with peers and have fun while working in team.
- ⇒ Always willing to walk extra mile for the team, flexible with often-not-so interesting work given the importance of work.
- ⇒ Have good communication skills with ability to articulate and explain complex technical concepts.
- ⇒ Passionate to positively push the web development and user experience to next level, and hone my existing skills and competency to have the extra edge over the others.

## CORE COMPETENCIES

### Technical

- Programming Skills: HTML/XHTML, CSS, Javascript, XML, JSON, PHP, Facebook FBML, Facebook FBJS
- DBMS used: MySQL, MySQLi
- JavaScript Frameworks: YUI, YUI MVC, jQuery, jQuery UI, Flowplayer, Shadowbox, jqGrid
- Operating Systems: Mac, Windows XP, Linux
- Tools: MySQL, Macfusion, Sublime text, Linux SSH, putty, HTTPwatch, YSlow, and Firebug
- Others: Email Template Programming, web accessibility, Twitter integration, YouTube integration, SEO, Security, Google Plus Integration
- Web Servers: Apache Http Server
- Design Tools: Adobe CS5 Technologies: Photoshop, Dreamweaver
- Other Applications: MS Office, Wordpress, Bazaarvoice, Channel Intelligence

## CAREER HIGHLIGHTS

Since Sept'11  
Yahoo! SDC, Bangalore  
Senior Software Engineer

*(Front end developer part of Yahoo! Connections)*

## KEY PROJECTS HANDLED

- ⇒ **Duration** : Sept'11 to Present
- ⇒ **Role** : Front end developer for Yahoo! Global Maps
- ⇒ **Website** : <http://maps.yahoo.com>
- ⇒ **Synopsis**
  - Yahoo! Maps is a free online mapping portal provided by Yahoo!.
  - Yahoo! Maps combines Nokia tiles / data along with Yahoo! Locals.
- ⇒ **Responsibilities**
  - Assisting in building/managing/reviewing front end architecture for Yahoo! Global Maps redesign.
  - Lead team in developing Olympics 2012 Promo for Yahoo! Global Maps.
  - Review and handle key app features.
  - Develop and enforce Accessibility guidelines & Web standards for the product.
  - Handle communication between various teams responsible for the product.
  - Maintain and enhance existing Yahoo! Global Maps.
  - Delivered Driving direction enhancements, YSM, Accessibility, Print and several important features in Yahoo! Maps.
  - Successfully completed numerous training programs at Yahoo! to remain on the cutting edge by keeping abreast of rapid-change & highly competitive environment.

**April'09 – Aug'11**  
**MindTree Limited, Bangalore**  
**Senior Engineer**

*(Senior Software Developer)*

**KEY PROJECTS HANDLED**

- ⇒ **Client** : Procter and Gamble Digital Marketing
- ⇒ **Domain** : Consumer Goods Manufacturing
- ⇒ **Duration** : Aug'09 to – Aug'11
- ⇒ **Role** : Senior Developer for LAMP platform- Web operations
- ⇒ **Synopsis**
  - Digital Marketing is the practice of promoting products and services using digital distribution channels to reach consumers in a timely, relevant, personal and cost-effective manner.
  - Increasing consumer consideration through search marketing, interactive advertising and enhanced brand websites, as well as e-mail marketing enabled by P&G's extensive consumer databases.
  - Driving purchase/trial by piloting e-retail and e-commerce with certain brands and markets.
- ⇒ **Responsibilities**
  - Handling multiple web applications of various Brands. Few of them are as below :
    - ⇒ **Cheer** ([www.cheer.com](http://www.cheer.com) / [www.cheer.ca](http://www.cheer.ca))
    - ⇒ **Pepto-Bismol** ([www.pepto-bismol.com](http://www.pepto-bismol.com))
    - ⇒ **Align** ([www.aligngi.com](http://www.aligngi.com))
    - ⇒ **Metamucil** ([www.metamucil.com](http://www.metamucil.com) / [www.metamucil.com.au](http://www.metamucil.com.au))
    - ⇒ **Duracell** ([www.duracell.com](http://www.duracell.com))
    - ⇒ **Tide** ([www.tide.com](http://www.tide.com))
  - Collaborate with BA to obtain/clarify detailed requirement /functional specification for the web development project.
  - Work with PMs and Tech leads on scoping and planning effort estimation and timeline for development.
  - Build UI frameworks, template definitions and document best coding/UI recommendations and web standards.
  - Develop and enforce SEO, Security, Accessibility guidelines & Web standards into the workflow.
  - Work on security compliance which includes query optimization, resolving cross-side scripting and SQL injection.
  - Develop CRON scripts for data transfer from production database to third party.
  - Create components of Social media marketing using Facebook, Twitter & YouTube API's.
  - Conduct training and regular coaching for team members on latest web technologies like JQuery, JS Plug-ins and third party integration.
  - Handling Release Management, Configuration Management and Customer interaction.
  - Developed internal web modules for project purpose. Example : <http://www.pavanratnakar.com/cricket>

- ⇒ **Duration** : Apr'09 to Aug'09
- ⇒ **Role** : Developer
- ⇒ **Synopsis**
  - Developed rich media website for internal company communication from start to end.
  - Created brochure template for MindTree internal media printing.
  - Underwent campus training on Open source tools which included Java using Hibernate, Struts & Spring framework.

**Nov'08 – Feb'09**  
**FX Labs, Hyderabad**  
**Game Tester, Designer & QA**

*(Worked as Game Level Designer and Tester)*

**KEY PROJECTS HANDLED**

- ⇒ **Project** : Ghajini - The Game
- ⇒ **Type** : Third Person Action Adventure game
- ⇒ **Duration** : Nov'08 – Feb'09
- ⇒ **Role** : Game Level Designer & Tester
- ⇒ **Synopsis**
  - Apply a wide breadth of gaming skills, gaming knowledge & experience across the spectrum of game development. Work included: Game Designing, Development & extensive Testing.
  - Contributed widely through quality assurance & level development for Ghajini - The Game.
  - Contributed to development of internet based flash multiplayer game.

## SIGNIFICANT ACHIEVEMENTS

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- ⇒ Given “**Dependable**” tag name and “**Accountability**” Bravo award by team at Yahoo!
- ⇒ Appreciated for presentation given during Yahoo! S&M tech talk.
- ⇒ **10/10 certificate** awarded by MindTree project team for exemplary contribution.
- ⇒ **Team Spot Award** awarded by MindTree for significant team performance.
- ⇒ Certification for excellence in Game testing for Ghajini - The Game.
- ⇒ Was part of the core organizing team of Manufacturing IG CARNIVAL 2011.
- ⇒ Hosted two Campus Assimilation Programs at MindTree.
- ⇒ Created brochures & posters for College & Company.
- ⇒ Created personal business website <http://celebrations.pavanratnakar.com>.
- ⇒ Created many personal online applications. I have my own website which can viewed using <http://www.pavanratnakar.com>.
- ⇒ Represented Hyderabad Team at All India Vixture Gaming competition.

## ACADEMIA

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- ⇒ **Engineering | Computer Science & Engineering**  
ICFAI Tech Institute of Science & Technology | Hyderabad, India  
Graduation: April 2008 | GPA 7.69/10
  - Did Internship programs at Vama Industries, Hyderabad & Survey of India, Hyderabad.
  - Hosted multiple inter college gaming competitions.
  - Was part of the top gaming clan in college for Counter Strike gaming competition.
- ⇒ **Board of Intermediate Education, A.P.**  
Narayana Junior College | Hyderabad, India  
Completion: April 2004 | Percentage 91.2%
- ⇒ **Indian Certificate of Secondary Education.**  
Niraj Public School | Hyderabad, India  
Completion: April 2002 | Percentage 80%
- ⇒ **ANIIT | Software Engineering**  
NIIT | Hyderabad, India  
Completion: January 2009 | Grade: FAIR

## PERSONAL DOSSIER

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- Date of Birth : 28th March 1986
- Linguistic Abilities : English, Hindi and Marathi
- Passport : Yes