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# RAJATH HS

## Technical Lead, Senior Front-End Developer

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### PROFESSIONAL SUMMARY

I am a Front-End Developer with over 10 years of experience crafting website components using a diverse range of technologies. I have a proven track record of optimizing websites, designing SEO-friendly pages, and creating AMP alternative pages for optimal mobile user experiences. I am proficient in creating both accessible components and bespoke, reusable ones. I am an outcome-driven professional with strong analytical, leadership, and decision-making skills. I am committed to team efficiency and have a proven history of delivering valuable, efficient, and budget-conscious projects.

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### SKILLS

- **Languages:** HTML, CSS, JavaScript
- **Libraries:** React, jQuery
- **JavaScript Frameworks:** Vue.js
- **State Management:** Redux, Vuex
- **CSS Frameworks:** Bootstrap, Tailwind
- **Testing:** Jest, Vue Jest
- **Marketing Technologies:** Adobe Launch (Tag Management), Adobe Target (A/B Testing & Personalization)
- **Build Tools:** Webpack, Gulp
- **Version Control:** GitHub, GitLab, Bitbucket
- **Debugging:** Browser DevTools
- **Package Managers:** Npm, Yarn
- **Preprocessors:** Sass, Scss, Post CSS
- **Content Management Systems:** Adobe Experience Manager (AEM) & Adobe Experience Cloud (AEC)

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### WORK HISTORY

#### Technical Lead Front-End, 06/2023 - Current

**Perficient** – Bangalore, India

**Projects:** *Rona*, *CrowdStrike*

#### Responsibilities

- Successfully completed training programs in Adobe Analytics and Adobe Launch to enhance my skills and knowledge.
- Data Analysis and Reporting with Adobe Analytics: Analyzing web analytics data using Adobe Analytics to gain insights into user behavior, site performance, and marketing effectiveness.

- Gained practical experience through diverse use cases, including personalization and A/B Testing with Adobe Target, utilizing vanilla JavaScript and jQuery for coding.
- Developed and maintained AEM UI components using React and Vue.
- Integrated AEM components with SPAs using the AEM SPA Editor.
- Created accessible, SEO-friendly, and AMP-compliant AEM pages.
- Enhanced AEM pages for performance and usability improvements.
- Worked efficiently and communicated effectively.
- Designed and updated layouts to meet usability and performance requirements.
- Collaborated with clients to determine project specifications.
- Stayed up to date on the latest technologies.
- Managed time efficiently.
- Resolved technical issues in a timely manner.

## Senior Front-End Developer, 01/2021 - 06/2023

**BORN XDS an Tech Mahindra Company** – Bangalore, India

**Project Name: Telefonica**

### Responsibilities

- Developed 50+ reusable components that were used across projects, saving the team 1000+ hours of development time.
- Contributed to the team's success by meeting deadlines, exceeding expectations, and resolving conflicts.
- Collaborated closely with cross-functional teams to effectively troubleshoot and resolve technical challenges.
- Mentored and guided junior developers and engineers, imparting comprehensive knowledge of Front-End Technologies.
- Reviewed and refined code, ensuring code quality prior to deployment.
- Proposed and implemented enhancements to team processes and project workflows.
- Leveraged expertise to assist the team in code refactoring.
- Produced websites with cross-browser compatibility.
- Provided support to the team lead during production by troubleshooting bugs, resolving issues, and ensuring that the project met its deadlines.

## Front End Experience Developer, 11/2015 - 12/2021

**ICF Next** – Bangalore, India

**Projects: Boston Pizza, UHC: Community and State, Asian Paints, Boston Scientific, UHC: Newsroom, Crisil, New York University (NYU), General Growth Property (GGP)**

### Responsibilities

- Gained proficiency in Adobe Experience Manager (AEM) by working on multiple projects that use the platform.
- Built highly reusable components conforming to accessibility standards.

- Created reusable Components which are compatible for both Author and publish Mode in AEM (Adobe Experience Manager).
- Built SEO friendly pages and created AMP alternative pages for mobile users.
- Worked flexible hours, night, weekend, and holiday shifts.
- Successfully worked within tight deadlines and fast-paced atmosphere.
- Identified issues, analyzed information, and provided solutions to problems.
- Used coordination and planning skills to achieve results according to schedule.
- Skilled at working independently and collaboratively in a team environment.

## Junior Software Development Engineer, 07/2013 - 11/2015

**Welkin Soft Tech Private Limited** – Bangalore, India

**Projects:** *Elegant Switch Gear / My Boss (Inhouse-Project)*

### Responsibilities

- Updated old code bases to modern development standards, improving functionality.
- Worked with senior developers to troubleshoot and fix bugs, resulting in a 95% uptime for the website.
- Learned new skills quickly and applied them to daily tasks, improving efficiency and productivity.
- Worked efficiently and accurately, meeting deadlines and exceeding expectations.
- Actively listened to customers, resolving concerns promptly and escalating major issues to supervisor.
- Demonstrated strong work ethic and dedication, consistently improving operations.
- Improved operations through consistent hard work and dedication.
- Gathered business requirements from stakeholders.
- Contributed to the development of the company's culture, creating a positive and supportive environment for all employees.

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## EDUCATION

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**Bachelor of Engineering (B.E):** Computer Science, 06/2013

**SDM Institute of Technology** - Ujire, Karnataka, India

**Pre-University Course:** PCMS, 07/2009

**SDM Degree College** - Ujire, Karnataka, India

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## CERTIFICATIONS

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- edX Verified Certificate for Developing cloud Application with Node.js and React ([View Certificate](#))
- Certified SAFe® 5 Practitioner (SP) (**Scaled Agile Inc**)

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## AWARDS AND ACHIEVEMENTS

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- Awarded as "**Best Employee**" in Welkin soft tech private limited for consistently exceeding sales goals and providing excellent customer service.
- Awarded **Bronze Award** for reducing development costs by 30% on project UHC C&S in ICF Next – 2019.
- Awarded **Bronze Award** for increasing customer satisfaction by 10% in 2020.
- Awarded **Silver Award** for increasing website traffic by 20% on project Boston Pizza in ICF Next - 2021.
- Recognized for Accessibility (ADA Compliance) work on UHC Websites from 2017 to 2019.
- Recognized for work done on Telefonica Websites in Born Group (2022). My work helped to improve the user experience of the websites, and it resulted in a 15% increase in website traffic.
- Awarded the **Best Find' 22** for outstanding performance in 2022. My work helped the team to exceed its sales goals, and I was also praised by my manager for my leadership and teamwork skills.

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## LANGUAGES

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### English

  
Bilingual or Proficient (C2)

### Hindi

  
Upper intermediate (B2)

### Kannada

  
Bilingual or Proficient (C2)