

# RAVIVARMAN M

Front End Developer

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## PROFILE:

Frontend Engineer with 3+ years of experience building and scaling high-traffic eCommerce applications. Specialized in React.js, TypeScript, and GraphQL, with strong ownership of checkout, account, and order management flows. Proven at modernizing legacy systems, improving accessibility (WCAG), and delivering performance-optimized, reusable UI architectures in Agile product teams.

## SKILLS:

- **Core Stack:** React.js, JavaScript (ES6+), TypeScript, Redux, GraphQL
- **eCommerce Domain:** Kibo Commerce, OMS, Checkout Flows, Cart Logic, PLP/PDP Architecture.
- **Quality & Performance:** WCAG 2.1 (Accessibility), ARIA, Core Web Vitals Optimization, Storybook.
- **Tools & Workflow:** Git, Webpack, NPM, Jira.

## PROFESSIONAL EXPERIENCE:

### Frontend Engineer | Cognizant (Platform: Ace Hardware)

Aug 2022 – Present | Chennai

- **Legacy Modernization & Technical Debt:** Engineered the strategic migration of critical legacy UI modules from Backbone.js to React.js and TypeScript, resulting in a 40% reduction in code volume and significantly improved long-term maintainability.
- **eCommerce Architecture:** Architected scalable, reusable frontend systems for high-traffic flows (PLP, PDP, Cart) using React, Redux, and GraphQL to optimize data fetching and rendering performance.
- **Checkout & Conversion Optimization:** Optimized multi-step checkout validation and offer presentation logic, directly contributing to a 15% reduction in cart abandonment and improved user conversion rates.
- **Feature Development (Yard-Rx):** Designed and built "Yard-Rx," a complex location-aware product recommendation engine that enhanced user personalization and drove product discovery.
- **Accessibility Leadership (A11y):** Spearheaded accessibility initiatives to achieve 100% WCAG 2.1 compliance, implementing comprehensive ARIA roles and keyboard navigation across Account and Order management modules.
- **Developer Experience (DX):** Established a centralized Storybook library for shared UI components (modals, sliders), accelerating cross-team developer velocity by ~20% and reducing onboarding time for new hires.
- **Kibo OMS Integration:** Owned the end-to-end frontend development of a transactional Email Management module within Kibo OMS, automating critical order and subscription communications

## PROJECTS:

### Equity Fund Tracker (In Progress)

Tech: React.js, TypeScript, REST APIs

- Building a dashboard to track equity fund performance and NAV data.
- Implementing features such as SIP calculator, fund comparison, and performance visualization.
- Designing reusable components and state management for scalable financial data handling.

### Chatbot Application (Frontend-Focused)

Tech: React.js, JavaScript, API Integration

- Developed a chatbot UI with dynamic message rendering and user interaction handling.
- Integrated API-based responses to simulate real-time conversational flows.
- Designed for extensibility to support future AI or backend integrations.

## CERTIFICATES:

- Azure fundamentals
- KIBO Developer
- Azure AI Fundamentals

## EDUCATION:

Government college of Technology

08/2019 – 06/2022 | Coimbatore

B.E - Electronics and Communication Engineering (GPA-7.67)