

# SENTHILKUMAR

FULL STACK ENGINEER

## CONTACT

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## TECHNICAL SKILLS

Node JS & Express JS ( 6 years )

MongoDB

ReactJS ( 7 years )

Redux Toolkit (RTK)

JavaScript, jQuery

Action Script 2.0 & 3.0

HTML5/CSS3

Bootstrap, Tailwind, Material UI

Webpack, Parcel, Vite

Git, Github, VSCode, Jira, Trello,  
Confluence

Observability - Splunk

## CORE COMPETENCIES

Application Development

Production Support

Full-Stack Software

Development

Requirement Gathering

SDLC/STLC

Microservices

Application Support &

Management

Agile/Scrum Methodologies

Cross-Functional Coordination

Team Management

## ACADEMICS

Bsc Mathematics,  
Alagappa University,  
Karaikudi.

## PROFILE SUMMERY

*Nearly 11 years of progressive journey with extensive experience in **Full Stack Development, Project Management, Technical Thought Leadership, and Web Development** skilled in **leading teams**; targeting assignments as a **Sr. Full Stack Engineer** in an organization of high **repute***

## EMPLOYMENT CHRONOLOGY

### Software Engineer, PayPal, Bangalore

JULY 2021 – PRESENT

Node JS / React JS / MongoDB / Javascript / Git / Cypress / Jest / Jenkins

- Streamlining development and deployment procedures, to boost productivity, executing full-stack development projects, successfully integrating features & prioritizing security
- Participating in crafting user-friendly applications and intuitive dashboards
- Developing algorithms that enabled sophisticated functionalities such as search optimization, dynamic sorting, and versatile data exporting
- Led feature development initiatives, overseeing deployments and providing on-call support

### Sr. Front End Developer, eClerx Service Ltd, Mumbai

NOVEMBER 2017 – JULY 2021

Node JS / React JS / Javascript / Git / Jenkins / HTML5 & CSS3

- Instrumental in migrating legacy websites to modern platforms while showcasing expertise in building reusable React components, optimizing page load performance for enhanced user experience
- Involved in a mentorship role, guided teams to deliver projects with a focus on quality and timely completion, fostered the growth of each member, empowering them to maximize their potential

### Front End Developer, Ness Technologies, Chennai

JULY 2015 – NOVEMBER 2017

Javascript / Dust JS / jQuery / React JS / Git / HTML5 & CSS3

- Translated wireframes into visually captivating websites, prioritizing mobile responsiveness, effectively transitioned legacy adaptive website designs to contemporary, mobile-responsive layouts
- Collaborated closely with the marketing team to grasp their requirements for crafting interactive landing pages tailored to campaign promotions

### Front End Developer, Williams Lea, Chennai

AUGUST 2014 – JULY 2015

Javascript / jQuery / HTML5 & CSS3 / Bootstrap / Google Double Click / Greensock JS Library

- Transformed PSD layouts into responsive HTML5 micro websites, interactive banners, and emailers for top-tier brands
- Conducted extensive research and development for HTML5 banners on the Google DoubleClick Ad media platform and the DHL eLearning module

### Flash Developer, TWG Applied Services, Chennai

APRIL 2009 – JULY 2014

Action Script 3.0 / Action Script 2.0 / HTML & CSS / PSD / Ceros Media Platform

- Specialized in creating engaging magazine pages and HTML-based websites, along with developing reusable jQuery plugins
- Developed interactive magazines on the Ceros platform, leveraging Adobe Flash ActionScript 2.0 and ActionScript 3.0
- Created interactive product catalogs for renowned retailers like Sears and Staples

## PROJECTS

### Marketing Engineering at PayPal

As a core member of the development team, I've contributed to several key marketing applications:

MPPNODEWEB: Serves PayPal home pages for all markets (country), Campaign Pages, and Product Pages, and experiences daily traffic in the billions.

MARKETINGNODEWEB: Serves only marketing pages and was split from MPPNODEWEB to improve traffic handling.

GLOBALNAVNODEWEB: Serves a consistent navigation experience across all PayPal applications, reducing dependency on downstream applications.

INSPIRENODEWEB: A suite of lightweight applications tailored for creating and managing forms, interstitials, and dynamic content specifically for campaign pages.

MARKETING COMPONENTS: A React library comprising UI components utilized for the above applications.

#### **Key Highlights:**

- Played a key role in enhancing the pp.com platform, implementing features and transitioning to a modern design system seamlessly.
- Managed live deployments, ensuring comprehensive testing and smooth rollouts.
- Participated in on-call rotations, addressing live issues promptly and gaining insights into product and user needs.
- Implemented a new vanity URL system, migrating 90% of URLs in 3 months and enhancing user engagement.
- Developed a navigation SDK, significantly reducing release time and dependency.

### Interactive Websites at eClerx

Involved in crafting many mobile-first responsive websites, HTML5 interactive banners, and constructing HTML email templates while leading teams to ensure high-quality, timely deliverables.

#### **Key Highlights:**

- Demonstrating proficiency in creating reusable React components, conducting AB testing experiments, and optimizing page load performance for enhanced user experiences (achieving less than 5-second load times).
- Implemented real-time profiling segmentation to dynamically customize user experiences for returning visitors, resulting in heightened customer engagement and improved alignment with business objectives.