**Senthilkumar Karumbairam**

**Sr. Full Stack Developer | Technical Lead | Sr. Software Engineer**

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***Nearly 15 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 Developer*** *in an organization of high repute*

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| **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** | **PROFILE SNAPSHOT**   * Visionary Professional with experience in Full Stack Development with over a decade of hands-on experience specializing in web-based application development and Front-end Development * Expertise in application development with all stages of the Software Development Life Cycle (SDLC); designing, analyzing, coding, & testing, database tuning & optimization, and normalization * Spearheaded efforts to enhance website performance, significantly reducing page latency from 10 seconds to less than 5 seconds through extensive optimizations. * Played a key role in re-architecting initiatives, transforming the existing legacy platform into microservices to deliver superior and faster services while reducing dependency on application releases * Successfully migrated a legacy Vanity URL creation system to a new platform without disrupting customer access, managing a daily traffic volume of 10,000 visits * Implemented advanced BI analytical tools to develop dashboards for in-depth analysis based on user attributes, empowering marketers to tailor campaigns for personalized user experiences * Conducted AB testing at both page and component levels to analyze performance metrics and boost user conversion rates effectively * Skilled in mapping clients' complex business requirements and translating these requirements into functional/technical specifications, developing scalable Web applications * Insightful knowledge of algorithms, data structures, and software design patterns and familiarity with Git for project management * Skilled in Agile, Scrum, and Waterfall methodologies, adeptly navigates project complexities and stakeholder expectations, driving success for product-based companies through seamless project management and continuous innovation * Mentor and a high-performance motivator, customer-focused professional; demonstrated success in building a culture of innovation, ownership, accountability, and healthy customer relationships |

**TECHNICAL SKILLS**

Programming: NodeJS, Express JS, React JS, Redux Toolkit (RTK), JavaScript OOPs, Dust JS, jQuery, MongoDB, HTML5, CSS3

Pre-processor: SASS, LESS, Tailwind, Bootstrap

Bundler: Webpack, Parcel, Vite

Tools: GitHub, Visual Studio, Jira, Trello, Confluence

Observability: Splunk

**EMPLOYMENT CHRONOLOGY**

**Jul’21 till Present | PayPal India, Bangalore as Sr. Software Engineer**

**Technologies: NodeJS, HTML5, LESS, JavaScript, React JS, Jest, Cypress, Github, Jenkins CI/CD**

**Key Result Areas:**

* 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

**Highlights:**

* Played a pivotal role in enhancing the pp.com platform. I contributed to feature development, implemented analytical tools, and facilitated the transition from a legacy to a modern design system, ensuring a seamless transition for users
* Managed live deployments of code releases, conducting thorough phase checks and testing to ensure a smooth and comprehensive rollout
* Actively participated in a rotational on-call cadence, promptly addressing live issues and honing problem-solving skills while gaining a deep understanding of the product and user base
* Implemented a new vanity URL system, migrating 90% of URLs in 3 months, and enhanced product and user engagement by identifying areas for improvement
* Developed navigation SDK, reducing release time by 3x and decreasing dependency by 90%
* Streamlined Offsite Redirect system, saving 90% of development effort by introducing a templating approach
* Implemented Amplitude BI analytical tool to analyze user drop-offs in the flow
* Collaborated with the team to define event taxonomy and integrated Amplitude into our product to track page loads, user interactions, and flow

**Nov’17-Jul’21 | eClerx Service Ltd., Mumbai** **as Sr. Front End Developer (SME)**

**Technologies: NodeJS, HTML5, CSS, LESS, JavaScript, React JS, Dust JS, GitHub**

* Instrumental in migrating legacy websites to modern platforms while showcasing expertise in building reusable React components, conducting AB testing experiments, and 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, and involved in legacy migration and user experience optimization
* Successfully implemented real-time profiling segmentation to dynamically tailor the user experience for return visitors, resulting in increased customer engagement and better alignment with business needs
* Managed the seamless migration of active traffic from a legacy application to a new system, mitigating any impact on the 10k daily active users. Utilized preventive measures and gradual traffic redirection strategies to ensure uninterrupted customer experience during the transition

**Jul’15-Nov’17 | Ness Technologies, Chennai as Front-End Developer**

**Technologies: JavaScript, jQuery, HTML5, LESS, CSS3, Bootstrap, Dust JS, Github**

* 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

**Aug’14-Jul’15 | Williams Lea, Chennai as Front-End Developer**

**Technologies: HTML5, CSS3, Bootstrap, jQuery, JavaScript, Adobe Flash AS3.0, Adobe Photoshop, Litmus test**

* 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

**Sep’11-Jul’14| TWG Applied Services (TAG), Chennai as Web Developer**

**Technologies: HTML, CSS, jQuery, Actions Script 3.0 & Action Script 2.0, Adobe Photoshop, 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

**Apr’09-Sep’11 | FMG Pvt. Ltd. (BORN Group)., Chennai as Flash Developer**

**Technologies: HTML, CSS, jQuery, Actions Script 3.0 & Action Script 2.0, Adobe Photoshop, Ceros Media Platform**

* Specialized in creating interactive magazine pages and HTML-based websites, as well as developing Flash animation banners using ActionScript and embedding them into HTML websites
* Developed interactive magazines on the Ceros platform using Adobe Flash ActionScript 2.0 and ActionScript 3.0
* Created interactive product catalogs for renowned retailers like Sears and Staples

**ACADEMICS**

**2012 | B.Sc. (Mathematics) from Alagappa University in 2012**