

VASU KEERTHI MALLADI



E-Mail : malladikeerthi91@gmail.com

+91 9972447687, +44 7780589887

PROFESSIONAL SUMMARY

- Around 7 years of Experience in Software Development involving analysis, design and development of various applications using Microsoft Technologies.
- 6.9 Years of experience in application Development using **SITECORE**.
- Performed client interaction (with onsite team), requirement analysis, and prototyping and applications development.
- Strong knowledge of Content Management System, **Multi-Site** implementation, **Multi-Lingual** Site implementation and Skilled at writing unit test plans, test execution, and bug fixing.
- Experience in MICROSOFT TECHNOLOGIES such as .NET 4.0, 4.5 & 4.6.
- Experience in CMS technologies such as Sitecore CMS 7.0 & 7.2, 8.1, 9.0.
- Experience in developing multitier web application using MVC 5.0.
- Involved in development of different websites for Java Script Enable, Java Script Disable and mobile Website.
- An effective communicator with excellent interpersonal, analytical and client servicing abilities.
- Ability to effectively prioritize tasks and job assignments to balance customer needs with company goals.
- Flexible and versatile to adapt to any new environment.
- Currently relocated from **Cambridge UK to Bangalore** client location **Collinson Group** and travelled on Work permit.

CERTIFICATIONS

Completed **Experience Solution Developer** certification for **Sitecore CMS 9.0 - 9.3**.

WORKING PROFILE

Present: Working as **Senior Software Engineer** at **HCL Technologies Pvt. Ltd.**, Bangalore from December 2020 – till date.

Previous:

Relocated as **Senior Software Engineer** at **HCL Technologies Pvt. Ltd., United Kingdom** from November 2019 – till date.

Worked as **Senior Software Engineer** at **HCL Technologies Pvt. Ltd.**, Bangalore from July 2018 – November 2019

Worked as **Software Engineer** at **Indegene**, Bangalore from Nov 13th, 2017- 29th July 2018.

Worked as **Consultant** at **HCL Technologies Pvt. Ltd.**, Bangalore from Dec 4th -2013 to Nov 1st, 2017.

EDUCATIONAL CHRONICLE

- B.Tech in Computer Science Engineering with **75%**, Regency Institute of Technology Pondicherry University- Pondicherry.
- Intermediate in M.P.C with **90.3%**, Aditya Jr. College
- S.S.C with **80%**, Goutham Model School

ROLES AND RESPONSIBILITIES

- Finalizing technical/functional specifications as well as designing, developing, testing, troubleshooting and debugging of the applications.
- Involved in creating part of Sitecore content tree design structure and customizing the Sitecore items as per the requirements.
- Involved in creating Search pages in website using **Coveo and Solr**.
- Peer reviewing the deliverables at regular intervals and making sure the quality of code and other deliverables are high.
- Involved in deploying the application from one server to another server using Azure.
- **Travelled to Cambridge** twice to attend PI meetings and discuss with team about new marketing features to be taken up.

SOFTWARE EXPERTISE

Programming Languages	C#
CMS Platform	Sitecore 9.0, 8.1, 7.2, 7.1
Technologies	.NET, ASP.NET, AJAX, HTML
Databases	SQL Server 2012,2017
Development Tools	Visual Studio 2013,2017
Web/Application Servers	Microsoft IIS
Configuration Control	MS Team Foundation Server, SVN, Git Hub

PROJECTS

Project: Collinson Group

Client: COLLINSON

Role: Senior Software Engineer

Technology Used: .Net MVC, Sitecore 8.2 CMS

Collinson creates the world's first airport lounge membership programmed, Priority Pass and built it to be the product of choice for businesses wanting to reward their premium customers with the best travel perks. Collinson products are offered in multiple languages and with features that allow our clients to tailor the propositions that are proven to increase customer acquisition, engagement and retention.

- There are different websites maintained for different program like Priority pass, Lounge key, Lounge pass in different languages.
- All the three sites are maintained with Sitecore CMS.

Roles and Responsibilities:

- ❖ Developed front end and back end of different modules of the website using HTML, CSS, JQuery and .Net MVC.
- ❖ Involved in fixing defects from production and lower environments.
- ❖ Worked at client location at **Cambridge, UK till December 2020.**
- ❖ Involved in development and defect fix of Solr search.
- ❖ Worked on Test Driven development using NUnit and Fluent Assertions. Ensured 90% code coverage during development of any new features.

Project: ARM

Client: ARM

Role: Senior Software Engineer

Technology Used: .Net MVC, Sitecore 9.0 CMS

ARM is a British Multinational semiconductor and software company and its primary business is in designing ARM processors (CPU) and there are couple of websites designed for end users to access their products. The websites www.arm.com is developed with Sitecore CMS and is designed to promote the products developed by ARM.

- The ARM comprehensive product offering includes 32-bit and 64-bit RISC microprocessors, graphics processors, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies.

- Unlike static UI components, CORS components are enriched with data from Sitecore. The CORS components allow non-Sitecore websites and applications to have fully rendered components and take away the process of manually updating the markup.
- There are different websites for external users and ARM developers which are maintained by Sitecore CMS.

Roles and Responsibilities:

- ❖ Participated in requirement analysis of custom components, estimating efforts of requirements and knowledge management activities ensuring the highest levels of customer satisfaction and involved in estimation of work product.
- ❖ Implemented google analytics for different pages. Implemented few components in website development.
- ❖ Developed front end and back end of different modules of the website using LESS and .Net MVC.
- ❖ Involved in development and defect fix of Coveo search.
- ❖ Travelled to Cambridge ARM office to attend PI meetings last year twice in January 2018 and April 2018.
- ❖ Involved in development and defect fix of Coveo search.
- ❖ Involved in migration of Search pages from Coveo legacy UI to Coveo hive framework.
- ❖ Involved in deployment to different environments before production using Octopus.
- ❖ Worked on Test Driven development using NUnit and Fluent Assertions. Ensured greater than 85% code coverage during TDD.
- ❖ Possess working experience to write power shell scripts to update sitecore content in different environments.

Project: Mylan

Client: MYLAN

Role: Software Engineer

Technology Used: .Net, Sitecore 7.1 CMS

- Mylan is a global health care company. The main purpose of this project is to develop different multi lingual and multi sites for patients and doctors as Mylan offers products to around 165 countries.
- As it is difficult to find appointments with doctors at any point of time, these websites are helpful to everyone to book appointments, check their symptoms and take the medicine based on symptoms.

- There are 80 websites which have information about different pharma products and it also provides opportunity for doctors and patients to purchase products online.

Roles and Responsibilities:

- ❖ Participated in detail requirement analysis of custom components, estimating efforts of requirements and knowledge management activities ensuring the highest levels of customer satisfaction and involved in estimation of work product.
- ❖ Created Sitecore content tree design structure, templates and website related content in Sitecore as per the requirements.
- ❖ Developed different custom components like flexible column, Carousel with HTML.
- ❖ Developed front end and back end of different modules of the website and **Multi-Site** implementation, **Multi-Lingual** site using ASP.NET MVC integrated with a Sitecore Web application with Quality and maintainability.
- ❖ Cloned different websites and created custom components using Sitecore.
- ❖ Creation of Knowledge Transfer documents e.g. User manuals.

Project: SAR Tranche2- FRES REV Transfer

Client: FIRST RATE EXCHANGE SERVICES

Role: Consultant

Technology Used: .Net, Sitecore 7.2 CMS

- SAR is a strategic initiative with FRES which involves the migration of Travel Money Online website to a new platform using new technologies and to build upon the Sitecore Travel Money Online journey and offer enhanced customer interaction, to increase look to book ratio and higher sales from each transaction.
- The main purpose of this project is to develop a combined journey for new and logged in customers where the customer can purchase Travel Money Online and Travel Money Card as a part of the combined journey which would provide the flexibility required to grow the Client base.

Roles and Responsibilities:

- ❖ Participated in detail requirement analysis, estimating efforts of requirements and knowledge management activities ensuring the highest levels of customer satisfaction and involved in estimation of work product.
- ❖ Created part of Sitecore content tree design structure, templates and website related content in Sitecore as per the requirements.

- ❖ Developed front end and back end of different modules of the website and **Multi-Site** implementation using ASP.NET MVC integrated with a Sitecore Web application with Quality and maintainability.
- ❖ Creation and Execution of unit test cases for the functionalities and performed unit testing of the application to ensure the product quality.
- ❖ Creation of Knowledge Transfer documents e.g. User manuals, Transition document.
- ❖ Interacting with Customers on daily basis to resolve production issues and done deployments of production issues in Client server.

Highlights

- **Website won People's Best Choice Sitecore Award.**

Project: Subspace Travel Portal Phase-2

Client: FIRST RATE EXCHANGE SERVICES

Role: Software Engineer

Technology Used: .Net, Sitecore 7.2 CMS

- FRES launched an online portal (www.subspaceonlinetravelsales.co.uk) – which is referred to internally as 'Subspace'. The primary users of this website are Post Office Limited (POL) branch staff, POL sales representatives and the FRES sales team.
- Project involved development of new components like My Sales, Total Sales and Total Transactions for Desktop and Mobile using Sitecore 7.2 with ASP.NET Web forms.

Roles and Responsibilities:

- ❖ Understanding the existing functionality of application and requirement of business.
- ❖ Created templates and website related content in Sitecore.
- ❖ Designed and developed new components in Sitecore which were integrated with ASP.NET Web forms.
- ❖ Developed design user interfaces utilizing HTML, JQuery, and CSS.
- ❖ Bug fixing and performed functional testing to confirm the UI requirements of the application.

PERSONAL DETAILS

Name	: VASU KEERTHI MALLADI
Languages Known	: English, Hindi, Telugu
Nationality	: Indian
Mobile No	: 09972447687.
Address	: Bangalore, Karnataka INDIA.

DECLARATION

I hereby declare that above-furnished particulars of mine are true to the best of my knowledge and belief.

Date :

Place : **Bangalore**