Vishnu Vinayan
Software Lead

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As a Software Lead Developer with 8 years of experience, I specialize in creating user-friendly interfaces and robust backends. My career is defined by a commitment to technological innovation and a deep understanding of digital business needs. Skilled in coding, testing, and debugging, I excel at tackling complex challenges and enhancing user experience, always aiming to surpass expectations.

WORK EXPERIENCE

Software Lead
Apparel Group

10/2022 - Present   *Dubai, UAE*

Nessa/Nysaa: A comprehensive beauty platform for makeup and skincare, inspiring and educating enthusiasts.

Achievements/Tasks

- Transitioned to a Software Lead role, balancing technical expertise with team management in a dynamic development setting.
- Key influencer in frontend development and website improvements, aligning with strategic and user experience objectives.
- Led the team through significant frontend updates, bug fixes, and code refactoring to enhance site performance and user experience.
- Spearheaded the frontend and backend development for Nessa.com's evolution into Nysaa.com, in collaboration with Nykaa.com..
- Instrumental in building and improving a successful beauty products e-commerce platform, managing technical transitions and new business alignments using Next.js and integrating Shopify..
- Developed a React-based admin dashboard for e-commerce operations, employing MongoDB and tRPC for backend integration.

Full Stack Developer
Reflet Communication

03/2022 - 10/2022   *Dubai, UAE*

Reflet is today a major actor in e-commerce of international groups in the field of luxury.

Achievements/Tasks

- Joined Reflect Agency as a React Developer, working remotely from Dubai on a short-term, high-impact project for a prestigious e-commerce client, Longines, based in France.
- Tasked with the development of a sophisticated e-commerce website using React, with seamless integration into a Magento 2 backend, catering specifically to the unique needs of Longines.
- Focused on crafting a highly responsive, user-friendly, and visually appealing online shopping experience, leveraging the latest front-end technologies and industry best practices.
- Played a vital role in collaborating closely with a global team, overcoming the challenges of different time zones to ensure project alignment and timely delivery.

SOFTWARE SKILLS

NextJS ReactJS JavaScript
TypeScript NodeJS MongoDB
Tailwind React Native GraphQL
Redux Jotai Git HTML CSS
SASS Figma Notion Jira
MS Office Shopify CircleCI Firebase
Algolia Relay Jest GCP Strapi
Vercel tRPC WordPress

PROJECTS

Nessa/Nysaa (10/2022 - Present)
- Spearheaded the development and transformation of Nessa/Nysaa's e-commerce platform, enhancing frontend and backend in collaboration with Nykaa.
- Implemented Next.js and Shopify integration, boosting online presence, customer engagement, and sales.
- Contributed to developing a React-based admin dashboard with MongoDB and tRPC for operational efficiency.

Longines (03/2022 - 10/2022)
- Led the development of Longines' e-commerce platform at Reflect, building a sophisticated online store with React frontend for an enhanced shopping experience.
- Utilized Magento 2 for backend development, ensuring robustness and scalability in the e-commerce solution.
- Collaborated with a global team, overcoming remote work challenges, to deliver a high-performance platform showcasing Longines' luxury products and boosting their online presence.

Brands for less (08/2019 - 03/2022)
- Developed a dynamic, user-friendly e-commerce application at BFL Group using React, focusing on full-stack development with MongoDB.
- Integrated Google Analytics for data-driven insights and social media platforms to enhance user engagement and connectivity.
- Conducted thorough testing for application reliability, significantly boosting BFL Group's digital presence and e-commerce efficiency.

WORK EXPERIENCE

Full Stack Developer
BFL Group
08/2019 - 03/2022   *Dubai, UAE*

The BFL Group is one of the world's leading off-price retailers of fashion and homeware across the Middle East and Europe.

Achievements/Tasks

- Advanced to Full Stack Developer, enhancing our e-commerce platform with backend development skills, particularly in MongoDB.
- Led the design and development of customer-focused, high-performance e-commerce applications using the MERN stack.
- Spearheaded digital marketing and SEO efforts, significantly improving the company's online presence and market impact.
- Contributed to team recruitment and development, including React Native app development, demonstrating versatility and cross-functional collaboration.

Full Stack Developer
Jpd Agency
09/2018 - 08/2019   *Dubai, UAE*

Jpd is an award-winning global brand consultancy and creative design agency. Worked on multiple creative and branding projects.

Achievements/Tasks

- As a Web Developer at Jpd, I spearheaded web development in a startup environment, focusing on crafting robust, visually engaging WordPress websites, and managing their full lifecycle from conception to deployment.
- Demonstrated expertise in WordPress, including theme customization and SEO optimization, while collaborating with teams to align websites with company goals and client needs, showcasing adaptability and problem-solving abilities

Web Developer
Sigmato Solutions Pvt Ltd
06/2016 - 05/2018   *Bangalore, India*

Sigmato is a creative digital agency based in Bangalore, offering world-class IT, Digital and Creative services and solutions.

Achievements/Tasks

- Advanced my career by mastering modern JavaScript frameworks like React and Redux, demonstrated through significant projects including a complex application for a film production company and a React-Ruby on Rails integration.
- Began my journey in web development focusing on front-end technologies and WordPress, developing dynamic websites with an emphasis on web design principles, UX, and responsive design, while collaborating effectively in team settings.

Programmer Analyst Trainee
Cognizant Technology Solutions
03/2014 - 09/2014   *Coimbatore, India*

Cognizant is an American multinational information technology services and consulting company.

Achievements/Tasks

- Completed a 6-month software development training, focusing on C, C++, C#, MySQL, and developed a 'Vehicle Management System' project, reinforcing my technical skills.
- Participated in professional development sessions, including team management and personality training, enhancing team collaboration skills and personal growth, alongside overcoming challenges in the final assessment phase.

PROJECTS

Brands for less - Mobile App (08/2019 - 03/2022)

- At BFL Group, I expanded my expertise by contributing to the development of the company's mobile application, working on specific features using React Native.
- This role enhanced my skills in mobile app functionality, UX design, and cross-platform compatibility, supporting a seamless shopping experience across various devices.

Logistics - Mobile App (08/2019 - 09/2019)

- Led the development of a React Native mobile app for BFL Group, aimed at enhancing warehouse delivery management for an online shopping website.
- Focused on UI design, seamless Node.js backend integration, and app optimization, addressing unique warehouse delivery needs to improve logistics operations.

VVOIZ (06/2016 - 05/2018)

- Developed a ReactJS and Redux application for a film company, enhancing the movie remaking process through streamlined dubbing in various languages.
- Focused on user-friendly UI and robust functionality, the application synchronized voice actors with studio screens, significantly improving production efficiency.

Space Time (06/2016 - 09/2017)

- Created an innovative application using ReactJS and NodeJS, integrating with IBM Watson for emotional and linguistic analysis from text, URLs, and images.
- My role involved developing a user-friendly ReactJS frontend and a NodeJS backend for AI-powered text and image emotion analysis, enhancing insights across various domains.

Advocates Client Management (01/2016 - 06/2016)

- Developed an Advocate Client Management application, streamlining client record management for legal professionals using Ruby on Rails and a user-friendly HTML, CSS, and jQuery frontend.
- Enhanced legal practice efficiency by centralizing case details, hearings, client information, and fee tracking, significantly improving data organization and access.

EDUCATION

Bachelor of Engineering
Dhanalakshmi Srinivasan College of Engineering and Technology
08/2009 - 05/2013
Chennai, India

LANGUAGES

English
Full Professional Proficiency

Malayalam
Native or Bilingual Proficiency

Tamil
Limited Working Proficiency

Hindi
Limited Working Proficiency