



Prasanna Nayak

Certified Salesforce B2C Commerce Cloud Architect

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- Prasanna has ~10 years of experience into Salesforce Commerce Industry specialising in mainly B2C Commerce Cloud with latest framework (SFRA) and related B2C cross cloud platform product integrations with commerce (Service, OMS and Marketing)
- He has working experience with some of the largest brands including apparel, cosmetics/beauty, sports, electronics, industrial products and services domains.
- In his past experience, he was associated with Capgemini, Sapient, PFS(LiveArea) and was part of designing, building & implementing scalable solutions with industry best practice. He holds a good experience in delivering multi-site architecture. Some of the clients include **L'Oréal, New Balance, LVMH, Marks and Spencer, Fila, Panasonic, Hallmark, Carters, and Ferguson.**
- He has a good experience in integrating B2C Commerce with multi-cloud solutions in Salesforce ecosystems which covers Customer 360 including Service Cloud, Marketing Cloud, Loyalty Cloud and Salesforce OMS.
- He holds a strong experience of designing technical solution document and working with various integration partners like Payments, OMS, Tax, CRM, ERP, Address, Analytics etc
- He holds a strong expertise around different SFCC frameworks such as SFRA, SFRA Customisations - Route prepend, append, replace and middleware events, SGJC, Pipelines, OCAPI, Commerce API, Page Designers, Mulesoft Middleware Connectors, Node.js, Webpack, Jenkins CI, ECMA6 Standards, Unit Test (Mocha, Chai and Sinon)

Roles and Responsibilities

Salesforce India

Senior Technical Consultant

June 2021 - Present

- Participating on design and discovery calls with client stakeholders, senior solution architects to define and design the requirement.
- Performing the POC if required and calling out the gaps and alternative solutions with best practice.
- Creating technical design documents and briefing over to the team for development.
- Participating code review and knowledge transfer activity.
- Taking care some of major development deliveries with coding followed by unit testing.
- Worked on Loyalty Cloud connector for B2C program (Loyalty Cloud is a new product from Salesforce)
- Worked on some of link cartridge enhancements
- Currently working with one of the plumbing and HVAC manufacturer to migrate their legacy eCommerce websites to Salesforce Commerce Cloud (SFRA)
 - ✓ Basic cartridge setup for multi brand architecture
 - ✓ PDP/PLP customisations
 - ✓ Store pickup
 - ✓ Integrations - Payment, OMS, Fraud Check, Tax (Cybersource, Sterling OMS, Signifyd, OneSource)
 - ✓ Customer migrations
 - ✓ Customer login via Salesforce Experience Cloud IDP
 - ✓ Service Cloud integrations : b2c-crm-sync
 - ✓ B2B purchase to B2C - Session Bridge feature
 - ✓ Page Designs and OCAPI

Capgemini India

Senior Consultant

May 2017 - June 2021

- Participating on daily sync calls with client stakeholders, architects to define and design the requirement.
- Performing the POC if required and calling out the gaps and alternative solutions with best practice.
- Leading a bunch of juniors and mid-level develops to work on the enhancement track
- Code review, helping team members and suggesting the best solution to implement
- Worked on various customisations and integrations (SFRA versions) on a large scale multi locale brand website
- Integrations - Modiface, Ingenico Payment, Feed jobs to different providers (Google, BV, Emersys)
- OMS enhancement features - handling re capture, new attributes to OMS
- Tracking enhancements
- OCAPI POC's for basket merge via session bridge
- Unit test case creation

Publicis Sapient India

Associate Technology II

Sept 2015 - May 2017

- Participating on daily sync calls with client stakeholders, architects to define and design the requirement.
- Performing the POC if required and calling out the gaps and alternative solutions with best practice.
- Worked on couple of platform migration projects
- Worked on various customisations and integrations (SFRA versions) on a large scale multi locale brand website
- Integrations - Fluent OMS, Cybersource Payment, Avatax, Paypal
- Worked on various customisation on customer centric loyalty program integrations
- OMS enhancement features and tracking enhancements

PFS(LiveArea)

Associate Software Engineer

Oct 2013 - Sept 2015

- Participating on design and discovery calls with client stakeholders, senior solution architects to define and design the requirement.
- Performing the POC if required and calling out the gaps and alternative solutions with best practice.
- Worked on upgradation projects to SGJC from Pipelines
- PDP customisation for engraving requirements
- Store-pickup solution design implementation
- Checkout re design improvements
- Integrations - Marketing Exactarget, QAS address validation and custom promotions

Certifications

- Salesforce Certified B2C Commerce Architect
- Salesforce Certified Commerce Cloud Digital Developer
- Salesforce Certified JavaScript Developer
- Salesforce Certified Administrator (SCA)

Education

- B.Tech (Computer Science & Engineering) from Biju Patnaik University of Technology (BPUT), Odisha with 82% in 2012.
- 12th (Science) from Kendrapara Auto. College, Odisha with 65% in 2008.
- 10th from R.C High School, Kendrapara, Odisha with 78% in 2006.