



Venkatesan Rethinam

✉ venkateeian@gmail.com  LinkedIn  GitHub  Medium

SKILLS

Languages: C#, JavaScript, PowerShell, KQL, HTML5, CSS, jQuery, Vue.js, TypeScript

Technologies: ASP.Net Core, MVC, REST, Angular App, Azure (Apps, Insights, Config, KV, APIM, Storage, ADF, Workbook, Cognitive Search, DevOps, Service Bus), Orchard CMS, OpenIddict

Databases: MS SQL, PostgreSQL, Cosmos DB, Mongo DB, Redis

Others: BigCommerce, Stripe, Sonarqube, Snyk, accessiBe, Google Analytics, Google Tag Manager, MSFT Clarity, Semrush

PROFILE

- Web architect cum developer working in the **.NET ecosystem with Azure** and having completed many successful projects and products mainly Syncfusion Data Platform - Bold BI and Bold Reports. Implemented a **flexible permission management system using ABAC for IAM** in Bold products.
- Architected and implemented high-performance web applications and RESTful APIs using **ASP.NET Core, MVC, and Web API**.
- Designed and developed scalable and maintainable software solutions utilizing **microservices architecture**.
- Front-end development skills using **Angular** and **Vue.js, TypeScript, JavaScript**, and CSS frameworks like **Bootstrap**.
- Proficient in developing and optimizing database solutions using SQL Server and Azure SQL, leveraging T-SQL, **Entity Framework Core, and Dapper**.
- Utilized a broad range of Azure services, including **App Service, Functions, Key Vault, App Configuration, Service Bus, Container Apps, AI Cognitive Search, APIM, Cosmos DB, and SQL**, to build and deploy cloud-native applications.
- Implemented and maintained CI/CD **yaml** pipelines using Azure **DevOps**, ensuring automated builds, testing, and deployments. Automated infrastructure provisioning using **Terraform** and configured build processes with **Cake and Powershell**.
- Developed and integrated RESTful APIs, implementing secure authentication and authorization using **OAuth 2.0, OpenID Connect, and JWT**.
- Implemented event-driven architectures using **Azure Service Bus, Azure Runbook, and Azure Event Grid**, enabling decoupled and scalable systems using the **NServiceBus** framework.
- Ensured code quality through comprehensive unit tests, and UI automation testing using **xUnit, NUnit, MSTest, Moq, and Playwright**.
- Integrated and utilized **SonarQube** for static code analysis, and **Snyk** for dependency vulnerability scanning, integrating them into CI/CD pipelines to proactively identify and mitigate code quality and security issues.
- Utilized **Google Analytics, Tag Manager, Lucky Orange, and Clarity** to analyze user behavior and identify areas for improvement. Leveraged **Datadog** for comprehensive application monitoring, including metrics, logs, and traces, to ensure optimal performance and uptime.
- Integrated **AccessiBe** into web applications to automate accessibility compliance and improve user experience.
- Improved website SEO by using **Semrush** for site audits and **Google Custom Search and Bing Webmaster Tools** for search engine optimization.
- Implemented **Azure cost management strategies**, including cost analysis, tagging, budgeting, and **proactive architectural reviews**, to optimize cloud spending and **ensure financial control**.

WORK EXPERIENCE

Web Architect & Developer, WorldAtWork India

Aug 2021 – Present

Remote

- Designed and implemented the architecture for the company's website application, integrating the diverse needs of the Learning Management System (LMS), Sales, Support, and Marketing teams.
- Architected and migrated the website's UI/UX using Orchard CMS's content definitions thereby widgetizing the smaller parts for reuse.
- Architected the website's microservices to integrate with Salesforce, Marketo, and BigCommerce.
- Automated the deployments of the apps, and CAB documents based on Work Items in Azure DevOps.
- Developed and executed a cost optimization plan for Azure services, achieving a 50% decrease in monthly cloud expenditure.
- Provided technical expertise to the data integration team on setting up Azure Data Factory for development and deployment within a DevOps pipeline, improving deployment frequency and reliability.

Stack: ASP.Net Core, vuejs, API, MS SQL, Azure App Services, App Insights, Azure DevOps, App Configuration and Key Vault, Power Automate, BigCommerce, Salesforce, Orchard CMS, OpenIddict

Technical Lead, Rencata

Dec 2020 – Aug 2021
Chennai, India

User Experience Monitor - Origence

- Developed a performance monitoring application that extracts Azure App Insights of various loan origination system applications to be monitored.
- Created different frequency rollups of these insights data to visualize in an Angular front-end application.
- Stack: ASP.Net Core Web API, Angular App, Azure - Cosmos DB, App Insights, Blob Storage, DevOps, App Configuration, Key Vault

Ideal Loan Origination System- Origence

- Integrated modern-day cache platform Redis in .Net Framework 4.8 application through session state.
- Implemented MFA for login through Twilio.

Product Development Manager, Syncfusion Inc

Apr 2016 – Nov 2020
Chennai, India

- Designed, architected, and developed the Bold ID IAM module from the ground up for Bold products.
- Involved in all stages of the Bold BI and Reports product lifecycle - requirement gatherings, grooming, feature planning, onboarding customers, and customer feedback.
- Contributed to UI/UX improvements and feature enhancements for Bold BI widgets.
- Led the migration, development, and launch of the SaaS version of the product through Azure utilizing App Services, SQL Elastic pools, Traffic Manager, Storage Account, and Azure CLI.
- Integrated Stripe into the Bold BI and Reports SaaS products for recurring payments.

Technical Lead, Syncfusion Inc

Apr 2014 – Apr 2016
Chennai, India

- Designed and developed a web application in ASP Razor pages with .Net for Scheduling doctor appointments with responsiveness.
- Involved in business discussion meetings, gathered requirements from the client, prepared technical solution documents, and planned the architecture.
- Mentored and provided regular feedback to team members, helping them to improve their skills and performance.

Full Stack Web Developer, Syncfusion Inc

Apr 2012 – Apr 2014
Chennai, India

As a full-stack web developer, I was involved in features and enhancements for different web modules in the syncfusion marketing website.

- Completed my daily tasks by adhering to the Agile methodology.
- Participated in daily stand-up meetings, providing updates on progress, discussing challenges, and collaborating with team members to address any blockers.
- Developed and Integrated Salesforce, Marketo, GA, and other marketing systems with the website.
- Migrated the 10-year-old support incident and forum systems to a new database architecture.
- Migrated the website from a self-hosted VM to Azure App Services.
- Implemented a reporting system to analyze unit test cases on every merge, thereby improving code coverage.

EDUCATION

Bachelor of Engineering in Electrical and Electronics, Saranathan College of Engineering

2007 – 2011

Completed my bachelor's degree in Electrical and Electronics Engineering by performing a performance analysis of the Indirect Vector Control of an Induction Motor using non-linear loads in MATLAB-SIMULINK.

OPEN SOURCE CONTRIBUTIONS

Orchard CMS, is an open-source modular and multi-tenant application framework built with ASP.NET Core, and a content management system (CMS) built on top of that framework. [↗](#)

Contributions:

- PR #12807 [↗](#) : Added relative URL support for Admin menu nodes
PR #16326 [↗](#) : Added an option to select the Target in Link Fields
PR #17055 [↗](#) : Bug Fix