Venkatesan Rethinam

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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, Datadog

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**.
- Leveraging experience in developing web applications with **Angular, Vue.js, and TypeScript**, my solid foundation in front-end development concepts facilitates rapid learning and adoption of **React.**

WORK EXPERIENCE

Lead Software Engineer, *Rexus Solutions*　　　　　　Jul 2025 – Present | Remote, India

Client - RetailStack

Guiding and developing new features for restaurant POS apps and restaurant management apps. Mentoring the team on new requirements, supporting customers, leading the product team in all perspectives of the SDLC.

Freelance Web Developer　　　　　　Mar 2025 – Jun 2025 | Remote, India

Client - Origence

Developed new features for an e-contracting application that receives documents from an external contracting provider through Azure Service Bus using NServiceBus handlers, processes them and sends messages to different handlers using polymorphic routing.

Web Architect & Developer, *WorldAtWork India*　　　　Aug 2021 – Feb 2025 | Remote, India

Architected and delivered a unified website platform: Designed a comprehensive architecture that seamlessly integrated the diverse requirements of the Learning Management System (LMS), Sales, Support, and Marketing teams.

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, Feature Management

Technical Lead, *Rencata*　　　　　　Dec 2020 – Aug 2021 | Chennai, India

Client - CUDirect

Architected and developed a comprehensive performance monitoring application: Designed and built a system to extract and analyze Azure App Insights data from various loan origination system applications.

Engineered data aggregation and rollup mechanisms: Created different frequency rollups of App Insights data, enabling effective visualization and analysis of performance trends.

Stack: ASP.Net Core Web API, Angular App, Azure - Cosmos DB, App Insights, Blob Storage, DevOps, App Configuration, Key Vault

Lead Product Architect, *Syncfusion Inc*　　　　　　Apr 2016 – Nov 2020 | Chennai, India

- Conceptualized, designed, and delivered the Bold ID IAM module: Led the end-to-end development of a foundational Identity and Access Management module, ensuring robust security and seamless integration across Bold products.
- Drove the product lifecycle for Bold BI and Reports: Actively participated in all phases, from initial requirement gathering and feature grooming to customer onboarding and feedback analysis, ensuring continuous product improvement.
- Led the architectural design and development of the SaaS version of Bold BI and Reports on Azure: Successfully migrated and launched the product utilizing Azure App Services, SQL Elastic Pools, Traffic Manager, Storage Accounts, and Azure CLI, enabling scalable and reliable cloud delivery

Stack: ASP.Net Core, MVC, Azure SQL with Elastic pools, Azure App Services, Traffic Manager, Storage Account, Stripe, Google Analytics, JIRA, BitBucket, cake scripts, PowerShell, KQL, jQuery, Syncfusion UI controls, PostgreSQL, MySQL, Azure AD, NUnit, Entity Framework

Technical Lead, *Syncfusion Inc*　　　　　　Apr 2014 – Apr 2016 | Chennai, India

- Orchestrated the complete Software Development Lifecycle (SDLC) for a critical doctor appointment scheduling web application: Managed all stages, from initial concept and requirements gathering through to deployment, maintenance, and iterative improvements.
- Facilitated comprehensive business analysis and requirements gathering sessions: Led client meetings to deeply understand business needs, translating them into precise technical specifications and ensuring project alignment with strategic objectives.

Stack: ASP.Net MVC, MS SQL, Syncfusion JS and MVC tools - grid, buttons, schedule, and other UI controls, jQuery, Bootstrap, SCSS, IIS, Windows Server, TortoiseSVN, SVN hooks

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.
- Developed and implemented new features and enhancements for various modules within the Syncfusion marketing website: Contributed directly to the website's functionality and user experience, working on diverse web modules.
- Adhered to Agile methodology for task completion: Successfully managed daily tasks and contributed to sprint goals by following Agile principles and practices

Stack: ASP.Net MVC, jQuery, MS SQL, IIS, Windows Server, Syncfusion UI controls, Tortoise SVN, Google Analytics, Marketo, SalesForce

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.

PROJECTS

User Experience Monitor, *Perf collector and monitor*   Dec 2020 – Aug 2021

An integrated serverless architecture ecosystem that collects perf metrics of various flows from different apps running in the Azure App Services and rolls them up to a hierarchical format which will then be served through Web APIs to an Angular UI app.

Bold ID, *IAM Application*   Jan 2019 – Nov 2020

Bold ID is an IAM web app that manages the permissions, roles, security principal for the Bold Products - Bold BI, Bold Reports and other bold products.

Bold Reports, *Reporting Software*   Apr 2015 – Nov 2020

SSRS based RDL reporting solution that provides an end-to-end solution for handling reports with a multi-tenancy enterprise application. It provided both cloud and on-premise offerings with capabilities to embed dashboards from both solutions.

(Previously Syncfusion Report Platform)

Bold BI, *Business Intelligence Dashboard Application*   Apr 2015 – Nov 2020

A multi-tenant enterprise application that gives end-to-end solution for creating, managing and sharing interactive dashboards. It provided both cloud and on-premise offerings with capabilities to embed dashboards from both solutions.

(Previously Syncfusion Dashboard Platform)

Syncfusion Website   Apr 2012 – Apr 2014

A complete website application that has the feature tour, downloads, sales and support modules for a product company.

OPEN SOURCE CONTRIBUTIONS

Orchard Core, *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.* ⧉

Role: Contributor

Contributions:

PR #12807 ⧉ : Added relative URL support for Admin menu nodes

PR #16326 ⧉ : Added an option to select the Target in Link Fields