**Objective**

Experienced Software Developer with a strong background in .NET Framework and .NET Core, specialized in optimizing applications and implementing new features. Proficient in HTML5, C#, JavaScript, CSS, and MySQL. Adept at managing projects and fostering customer relations. Seeking a challenging role to leverage my programming and people-oriented skills to deliver reliable, scalable, and high-performing products.

**Experience**

**LeadSquared Intern** **Software Engineer**, (April 2021- April 2022)

**LeadSquared Software Engineer**, (April 2022- April 2025)

**LeadSquared Senior** **Software Engineer** (April 2025- Present )

(MySQL, C#, HTML, CSS, JS, Jquery, .NET MVC,React)

* Implemented various features to increase performance and realiablity of the product.
* Surveyed and Acquired good exposure in understanding customer requirements, collaborated with various teams to deliver features on time.
* Built and maintained relationships, collaborated closely with QA, DevOps and our senior team members to find and fix bugs on production.
* Well interacted with sales and customer success to understand the requirement and issues in the product.

**Projects**

**Email Tracking**

Architected and implemented a high-performance email tracking system using .NET Framework to monitor email engagement metrics (opens, clicks, unsubscribes)

Designed and optimized Redis-based data structure for real-time processing of high-volume email analytics, handling millions of daily transactions

**Email Campaigns**

Lead development of a scalable email marketing system processing 100K+ emails per minute with 99.9% delivery rate

Engineered critical features including , AI integration, secure attachment handling, enhanced email editor, and multi-provider integration.

Implemented microservices architecture using .NET Core APIs and Windows Services for distributed processing.

**Support Access Portal**

Developed a secure customer support portal using React and .NET Core, implementing role-based access control

Streamlined support operations by reducing access provisioning time by 70%

**.NET standard and .NET Core migration**

Upgraded all projects in the main infrastructure to .NET Core and .NET Standard.

**Dear Diary (personal)**

A website to write personal diary with attractive interface. (React, CSS, JS, Firebase, Fire Store, Redux)  [**https://dear-diary-hi.web.app**](%20https://dear-diary-hi.web.app)**/**

**Semi-automated trading application**

Created using Kotak Securities API using React and fire store functions as serverless backend. Helps to easy trade options and auto made with multiple algorithms.

**Education**

**Bachelor of Technology**: **Computer Science Engineering** - 2022

Lovely Professional University, Phagwara, Punjab ( 8.11 CGPA)

Contact

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**LinkedIn:**

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vijaykanth-reddy/

**GitHub:**

<https://github.com/vijaywar>

**Technical Skills:**

* C# , Java , Python
* HTML, CSS, JS
* jQuery, Node.js, Bootstrap
* MySQL, SQL
* Redis ,AWS Elastic Search
* React, .NET

**Non-Technical Skills:**

* Decision Maker
* Problem solver
* Lean Thinking
* Innovative
* Service-focused
* People Skills:Team worker, Flexible
* Process oriented

Languages

English, Hindi, Telugu

**BC Vijaykanth Reddy**

