

# VIPIN SAXENA

## Senior Web Developer

Experienced Senior Web Developer with 8+ years of expertise in innovative web solutions to enhance business productivity. Experienced in providing the technological solutions to companies with end-to-end project management, from concept through to development and delivery. Proficient in designing databases and wireframes, creating user interfaces, implementing business logic with coding, testing, and resolving subtle/complex issues.

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NOIDA



## Professional Experience

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### Technology Manager/ Project Engineer

Technoplanet Lab Pvt. Ltd.  
EdTech Company

Aug 2018 – Present  
[technoplanetlab.com](https://technoplanetlab.com)

As a Technology Manager, I successfully led projects from inception to execution, focusing on gathering requirements, strategic planning, and ideation to create tailored web experiences that align with user needs and behaviors. My expertise includes:

- **Project Development and Management:** Spearheaded the development of projects including Learning Management Systems (LMS), E-commerce platforms, and CMS using Laravel, Moodle, WordPress, and PHP.
- **Cloud Integration:** Integrated multiple cloud services like Zoho and Shopify, and payment gateways through API implementation, enhancing organizational capabilities.
- **Digital Marketing Optimization:** Improved business marketing campaigns by implementing strategic SEO practices and conducting in-depth user behavior analysis via Google Analytics, resulting in 25% increase in online visibility and higher conversion rates.
- **Server Management:** Set up, customized, and managed AWS and VPS servers to meet diverse organizational needs—including applications, websites, databases, file storage, email hosting, and virtual classroom server.
- **Email Deliverability Enhancement:** Increased email open rates and engagement by optimizing domain configurations, rewriting email content, and leveraging DMARC reports to enhance email deliverability and reputation.
- **Collaborative Leadership:** Fostered collaboration among team members—designers, developers, and testers—using tools such as Figma, GitHub, and Trello to ensure seamless project execution.

### Projects Undertaken:

- **Edtech Portal (Laravel):** Led the development of an Edtech portal for K12 STEAM education using Laravel.
- **LMS (Moodle Customizations):** Developed and customized a Learning Management System (LMS) using Moodle.
- **E-commerce Website (WordPress):** Created a dynamic e-commerce website on WordPress with integrated payment gateways and SEO optimization.

### Web Developer

Freelancer

Dec 2016 - Aug 2018

As a freelance software and web developer, I have successfully managed a range of tasks that bridge client needs with effective software solutions. Key responsibilities include:

- **Client Requirement Analysis:** Engaged with clients to chart out their requirements and analyze organizational needs for software development, ensuring a clear understanding of project goals.
- **Solution Translation:** Translated clients' specific needs into comprehensible software solutions during sales presentations and meetings, facilitating informed decision-making.

- **Prototype Development:** Created application prototypes for client approval, allowing for iterative feedback and refinement before final deployment.
- **Development and Deployment of Applications:** Led the development and successful deployment of final web applications, ensuring they meet client specifications and quality standards.
- **User Training:** Developed training materials and provided comprehensive training to users within organizations, enhancing their ability to effectively utilize the software.
- **Issue Tracking and Resolution:** Managed issue tracking and resolution processes, providing timely updates and undertaking maintenance and upgrade tasks to ensure optimal software performance.
- **Sales Improvement Techniques:** Employed various marketing techniques to enhance sales efforts, contributing to business growth and client acquisition.

#### Projects Undertaken:

- **Institute Management System (CodeIgniter):** Designed and implemented a comprehensive Institute Management System tailored for small educational institutions. This system features robust modules for managing admissions and fee processing, enhancing operational efficiency of Institutes.
- **GST Billing System (CodeIgniter):** Developed an online GST billing system that streamlines invoice generation and tax calculations which simplified compliance with new tax regulations while improving the billing process for users.
- **Accounts and Inventory Management System (CodeIgniter):** Created an integrated online system for account maintenance and invoicing, featuring multi-branch inventory management. This project enhanced financial tracking and inventory control across multiple locations.
- **Order Management System(PHP):** OMS manages and tracks orders from initial requests to final delivery and customer acceptance. This system enhances customer satisfaction by ensuring timely order updates, and facilitates the business to streamline with suppliers by providing accurate order details leading to improved supplier performance and reliability.
- **Inventory Management (PHP):** Engineered a PHP-based inventory management system equipped with alert notifications and comprehensive reporting functionalities. This tool improves stock management and decision-making through real-time insights.

### Senior Web Developer/ Web Developer

Lexicon Consultants Pvt. Ltd.  
Software Products & Services Company

Aug 2014 – Nov 2016  
lexiconconsultants.com

As a Senior Web Developer I focused on the development, maintenance, and enhancement of web products and client applications to ensure optimal user experience and performance. Key contributions included:

- **Web Development and Maintenance:** Developed, updated, modified, and maintained user-friendly web products and client websites/apps, ensuring they performed flawlessly.
- **Code Optimization:** Conducted thorough testing and code refactoring to improve performance, reduce complexity, and eliminate bugs in existing applications. Documented code for enhanced readability and ease of maintenance.
- **Training and Mentorship:** Provided comprehensive training to junior developers, fostering their growth and integration into the team.
- **Module Integration:** Integrated new modules with existing software systems while developing reusable components to enhance efficiency.
- **Cross-Functional Collaboration:** Collaborated effectively with cross-functional teams to enhance communication and streamline project workflows.
- **User Experience Transformation:** Redesigned legacy interfaces by improving navigation, incorporating clear calls-to-action, optimizing for mobile devices, and implementing user feedback, which significantly boosted user satisfaction and engagement metrics.
- **Security Recovery and Enhancement:** Successfully recovered compromised web applications, achieving delisting from blacklists. Implemented robust security measures, including firewall configurations and code updates, to mitigate risks associated with XSS and SQL injection vulnerabilities.

#### Projects Undertaken:

- **Skill Development Project (CodeIgniter):** Developed a comprehensive skill development platform using CodeIgniter.
- **Online Exam Center (CodeIgniter):** Built an online exam center using CodeIgniter for secure test administration and real-time result generation.

- **Internet Radio (PHP):** Developed a live-streaming and broadcast site for internet radio channels using PHP.
- **Real Estate Marketplace (Drupal):** Designed and developed a real estate marketplace using Drupal with property listing and user profile features.
- **Websites for Various Clients (WordPress/PHP):** Developed and customized responsive websites for diverse client needs using WordPress and PHP.

## Education

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### Master of Computer Application (MCA)

Sikkim Manipal University, DE

Grade A

2016

### Bachelor of Computer Application (BCA)

Sikkim Manipal University, DE

Grade A

2013

## Certificates

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### E-Business

NPTEL

2017 - Present

## Skills

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- Project Management
- Problem-Solving
- Learning Aspirations
- Team Leadership
- Creative Thinking
- Programming
- Communication
- Analytical Skills
- Troubleshooting Skills

## Tools & Technologies

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- Power BI
- CodeIgniter
- Tailwind CSS
- JQuery / JS
- Google Analytics
- Linux
- Firewall Management
- AWS EC2
- Laravel
- Moodle
- Bootstrap
- Deluge
- GIT
- Apache / NGINX Web Server
- Control Panel / Hestia CP
- FTP Server
- Livewire
- WordPress
- Alpine
- Google App Script
- SSL
- MySQL / Maria DB
- AWS S3
- VS Code

## Interests

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### Misc

- Yoga
- Travelling

### Social

- Volunteering
- Mentoring/ Tutoring

### Intellectual

- Reading
- Puzzles