

# VIPIN SAXENA

## Senior Web Developer

Experienced and forward-looking Web Developer with 8+ years of experience in creating & executing innovative web solutions to enhance business productivity. Experienced in providing the technological needs of companies with end-to-end project management, from concept through to development and delivery. Proficient in designing databases & 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 various projects, including Learning Management Systems (LMS), E-commerce platforms, Content Management Systems (CMS), and both dynamic and static websites using technologies such as Laravel, Moodle, WordPress, and PHP.
- **Cloud Integration:** Integrated multiple cloud services like Zoho and Shopify, along with 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 increased online visibility and higher conversion rates.
- **Server Management:** Set up, customized, and managed servers to meet diverse organizational needs—including applications, websites, databases, file storage, email hosting, and virtual classroom servers—utilizing AWS and VPS services.
- **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 in Laravel for K12 STEAM education.
- LMS in Moodle with customizations.
- E-commerce Website on WordPress.

### Senior Web Developer/ Web Developer

Lexicon Consultants Pvt. Ltd.

Software Products & Services Company

Aug 2014 – Nov 2016

[lexiconconsultants.com](https://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 in CodeIgniter.
- Online Exam Center in CodeIgniter.
- Internet Radio(a live-streaming & broadcast site for channels) in PHP.
- Real Estate Marketplace in Drupal.
- Websites for varied clients need in WordPress/PHP.

## Web Developer/ Software Developer

Freelancer

*Jan 2001 – Jul 2014, Dec 2016 - Jul 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.
- **Software Development and Deployment:** Led the development and successful deployment of final software and 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 in CodeIgniter.
- GST billing in PHP.
- Online & Offline Order Management in PHP and in VB6 respectively.
- Inventory Management in VB6.
- Account(Ledgers) Maintenance & VAT Invoicing System in VB6.
- Payroll Application, BOM Calculators & Other Apps in VB6.

## 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

### Microsoft Certified System Engineer (MCSE)

Microsoft

2000 - 2002

## 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