

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

Technology Manager/ Project Engineer

Technoplanet Lab Pvt. Ltd.

EdTech Company

Aug 2018 – Present

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

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 and Offline Order Management in PHP & in VB6.
- Inventory Management in VB6.
- Account(Ledgers) Maintenance & VAT Invoicing System in VB6.
- Payroll Application, Taxation Calculators & Other Apps in VB6.

Education

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

E-Business

NPTEL

2017 - Present

Microsoft Certified System Engineer (MCSE)

Microsoft

2000 - 2002

Skills

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

Tools & Technologies

- 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

Misc

- Yoga
- Travelling

Social

- Volunteering
- Mentoring/ Tutoring

Intellectual

- Reading
- Puzzles