

# SANTHIRAJ DAVID JOHN THAMMINENI

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## PROFESSIONAL EXPERIENCE

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- Over **8.5** years of front-end, user-centred development experience comprised of web site development, software application development, leadership, and consulting in the private sector.
- I have worked on the Finance, Banking, Insurance, Legal, Assurance, Compliance, Ecommerce, Consulting, Training, Medical, Dredging and Logistics domain specific requirements.
- Specialist in responsive and interactive Dashboard design, SEO, on page optimization, off page optimization, web analytics, webmaster tool, local SEO, keyword research, site analysis, web analytic & link building.

### Frontend (UI Development)

- I specialize in **React JS, Redux, Angular JS, Vue JS** based development since **2.5** years.
- I extensively use **Babel 7+, CSS3, ES6/ES2015**.
- I specialize in code-splitting and boosting performance using tools like **Webpack** and **DVA JS**.
- I specialize in creation of dynamic, fast-loading and project specific interactive dashboards. I use **D3 JS, FusionCharts** and **HighCharts** to weave the complex design requirement into an intuitive UI.
- I also have created CMS based websites like **Magento, Joomla, Wordpress, Drupal** and many other CMS software using **Bootstrap** and other UI frameworks.

### UI Design Patterns

- I specialize in using React JS based **context-api** patterns (available from React hooks), **render props** patterns and **presentation component** patterns.

### Mobile (App Development)

- Had an extensive experience of Hybrid App/mobile development for Android and ios using **ionic** and **Cordova** frameworks.

### Design (UX Creation)

- Experienced in designing **Wireframes, Prototypes, Navigation Structures, Color Schema** and Industry Standard Professional Interfaces using tools like **InvisionApp, Balsmiq, Adobe XD**, etc.
- I have a deep understanding of Internet market, developing Fluid layouts and Responsive layouts, branding, content delivery, graphics optimization, **browser compatibility, internationalization, accessibility, and search engine optimization**.
- My usability work includes task and object analysis, card sorts, heuristic evaluations, user profiles, personas, scenarios and others.

### Testing

- I use tools like **Jest, Enzyme** for React through **TDD** and **DDD** based approaches for front end **unit testing**.

### SEO

- I use **Google Analytics, Google Webmaster Tool, Google AdWords Keyword Tool, YOASt SEO, Wordpress Template Cooking for SEO, Majestic SEO, Similar Web, Copyscape** and **w3c validation** to boost SEO of any Javascript SPA or Web application.

### Databases

- I use **Mongoose & Mongo DB** for all day-to-day UI requirements on Javascript.
- I use **MySQL** for **Ruby on Rails** and **PHP** based requirements.
- I use **Microsoft SQL** for **ASP.NET** and **ASP.NET(MVC)** requirements.

### Backend

- I use **Express JS, Node JS** for Javascript based applications.
- I use **Entity Framework** in ASP.NET MVC based applications.
- I use **Spring Boot** in **Java J2EE** based **Spring** applications.
- I have also worked on various full stack based developments which include **Web Socket** Implementation, **RestFul API** creation and consumption via **Node JS**.

### DevOps

- I use **AWS CodeDeploy, Docker** and **Jenkins** for my code deployments.

### SDLC

- I have worked through **JIRA, Confluence, Bitbucket** and **AHA** for the whole development cycle.
- I also specialize in using versioning tools like **GIT** and **SVN** for storing my code in their repositories.
- I ensure that my client's expectations are met every time via collaboration and reviews.
- I mentor a team of junior and senior UI developers to make sure that they achieve their respective project goals and meet their respective project timelines.
- I maintain trust in coordinating relationships and project deliverables with strategic business partners.

## EDUCATION

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**MBA - Human Resource Management and Marketing**  
Andhra University • Visakhapatnam

Apr 2013 - Apr 2015

**Bachelor of Technology - Electronics and Communication Engg.**  
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY, KAKINADA • Visakhapatnam

Aug 2007 - Apr 2012

## SKILLS/TOOLS

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- React JS
- ECMAScript 6
- Javascript
- SEO
- Express JS
- Node JS
- Handlebars JS
- Embed JS
- AWS CodeDeploy
- Docker
- Jenkins
- Bootstrap
- UIKIT
- Sharepoint UI
- jQuery
- XHTML
- Fireworks
- Redux
- Web Sockets
- Mongoose & Mongo DB
- Angular JS
- Restful API/SOAP Services
- Java J2EE
- Jest
- Enzyme
- Ionic Framework
- Cordova
- Spring Boot
- ASP.NET
- Less
- Sass
- GIT
- SVN
- Angular
- Vue JS
- HTML5
- CSS3
- JIRA
- Ventuz X
- Cinema 4D
- Adobe Photoshop
- Adobe Page Maker
- Adobe Flash Professional
- Adobe After Effects
- Adobe XD
- Adobe InDesign
- Adobe Illustrator
- Mac MAMP stack
- Ubuntu LAMP stack

## WORK EXPERIENCE

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**8 Years, 5 Months**

### Lead Engineer - Frontend

Jan 2019 – Present

Indegene Private Limited • Bangalore

#### Roles and Responsibilities

- Working on core Javascript technologies specifically REACT JS along with HTML, CSS, LESS, SASS, etc.
- Leading a team to match and deliver performance according to the organization's expectation.
- Client interactions, architecting enterprise applications or products.

#### Project

Client Name: Pfizer

Project Name: Factory Connect Portal.

URL: <https://contentfactoryconnect.com>

Project description: Factory Connect enables agencies and Pfizer stakeholders to create and organize projects and their corresponding workflows seamlessly. It also helps maintain all resources at one place and have a proper track on the project deliverables.

My Role: Architecting the UI including layout creation, developed the core logic and following the contextual design patterns in React JS. Leading a team of UI developers towards a common goal and was responsible for maintaining the strict delivery timelines of the client. The backend for this is based on Java's Spring Boot MVC.

Technologies Used: REACT JS, Redux, Redux-Saga, ES6 based Javascript and Swagger along with HTML, CSS and SASS etc.

### Senior Technical Lead

Oct 2016 – Jan 2019

Ernst and Young • Bangalore

#### Roles and Responsibilities

- Developed a UI Framework for EY with the EY styling guide and colour palette using HTML, CSS, JS, REACT JS.
- Responsible for understanding the client's requirements, devising and proposing a feasible solution.
- Responsible for preparing Functional Design Documents.
- Create & maintain project documentation including issue trackers, delivery trackers & resource utilization.
- Create Web application front end as per design comps and information architecture
- Integrated front-end applications with their respective application business layers
- Followed best practices and standards for accessibility and cross-browser compatibility
- Collected feedback from design and technical staff on Website development needs

- Adhered to established coding standards and group procedures individually and in teams
- Planning and estimate projects and reports hours to administration for billing
- Added to engineering team's culture of high code quality
- Lead a team of 12 members & helped the team in getting acquainted with the UI and UX Design principles and practices.
- Coordinated with cross-functional team.
- Responsible for defining roles, execution processes and overall project deliverables.
- Was involved every step with the leadership of the project, providing recommendation on approach and execution.
- Setting code style for projects before passing on project to team members for future implementation, and reduced test time by 66% for the initial tests.
- Refactored 8000+ lines of CSS into Sass for the main company products. Increased maintainability by removing deprecated styles and separating styles into component files, reducing future style development time in half.
- Engineered UI updates to the registration flow that improved registration success by 20%.
- Established a React Redux application, serving as the front end lead in interdepartmental company project.
- Played key role in project definition with other company departments.
- Learnt and built projects using Ventuz Technology for Ernst and Young, GmbH, Germany.

### Project - 1

**Client Name:** Alfred E Chave (AeC)  
**Project Name:** Phoenicia  
**URL:** <https://phoenicia.com.au>  
**Project description:** Project Phoenicia, envisioned by EY Australia and EY GDS is a Digital Solution to completely automate Fresh Produce Supply chain for all Growers, Buyers and AeC(client). AeC leveraged its deep industry experience and harnessing the power of digital technology to tackle growth in expanding global Fresh Fruit & Vegetable market. This digital transformation of the age-old business has benefited the Agriculture business with more transparency, visibility and benefits to Growers and Buyers.  
**My Role:** Architected the UI including layout creation, developed the core logic and following the contextual design patterns in React JS. Led a team on 3 UI developers.  
**Technologies Used:** REACT JS, Redux, Redux-Saga, ES6 based Javascript and Swagger along with HTML, CSS and SASS etc.

### Project - 2

**Client Name:** Ernst and Young, LLP  
**Project Name:** Dow OCC Framework  
**Project description:** Customized application specially developed to show the tracking of a Logistics company on a wide screen with arcs mapping the sources and destinations via Air, Land and Sea. It also simulates weather, satellite and terrain layers on top of the map. It had a backend based on Ruby on Rails.  
**My Role:** I worked as a sole contributor for UI/UX, in building the frontend application.  
**Technologies Used:** Javascript, React JS, Redux, Redux-Thunk, Google Maps and Open Weather Map API with HTML and CSS for Layout.

### Project - 3

**Client Name:** Wells Fargo  
**Project Name:** Report Mapping and Issue Identification  
**Project description:** RMII is a web based application which will offer easy maintenance of automated business processes and creating of artefacts and dashboards, along with the real-time QC checks for Wells.  
**My Role:** I worked as a UI/UX Developer for building the UI. Used Angular as the UI framework for establishing services and design on the frontend. Led a team of 2 junior UI Developers.  
**Technologies Used:** ES6 based Javascript, Material UI and Angular 2 along with HTML, CSS and LESS etc.

### Project - 4

**Client Name:** Royal Caribbean Cruises Limited  
**Project Name:** Internal Microsite  
**Project description:** This project is a microsite for RCCL to manage its teams and employees with updates and News about their development and organizational activities through Sharepoint UI.  
**My Role:** I was responsible for Sharepoint Master Page customization according to the requirement from RCCL. I was leading a team to customize various modules of Sharepoint and make the UI enriched with custom look and feel replacing the boring look of Sharepoint.  
**Technologies Used:** ES6 based Javascript, jQuery, C# along with HTML, CSS and LESS etc.

**Project - 5**

**Client Name:** Ernst and Young, LLP  
**Project Name:** Rate My Report  
**Project description:** This project is an interface for reviewers, who are the consumers of the reports and provide feedback and ratings for reports assigned to their reporting groups.  
**My Role:** I worked as a UI/UX Developer for building the UI based on Bootstrap. I was the sole contributor for this project on all its UI requirements.  
**Technologies Used:** ES6 based Javascript, Angular, jQuery and C# along with HTML, CSS and LESS etc.

**Project - 6**

**Client Name:** Ernst and Young, LLP  
**Project Name:** EY Compliance Risk Calculation Tool.  
**Project description:** Compliance Risk Assessment (CRA) is a tool aimed at assessing an organizations ability to adherence to prescribed laws, regulations and codes of conduct in the area of risk management.  
**My Role:** I worked as a UI/UX Developer for building the UI based on Javascript and UIKit. Worked extensively on jQuery Datatables to get the row and column details into the respective grid using JSON.  
**Technologies Used:** jQuery, Datatables and Javascript along with HTML, CSS and LESS etc.

**Project - 7**

**Client Name:** Ernst and Young, LLP  
**Project Name:** EY Playbook  
**Project description:** Playbook is a presentation site to demonstrate EY demos to the client.  
**My Role:** I worked as a UI/UX Developer for building the UI based on Bootstrap for the content shown through Sharepoint. I customized the C# Master Template to redesign various elements of Sharepoint (Office 360).  
**Technologies Used:** Javascript, jQuery and C# along with HTML, CSS and LESS etc.

**Project - 8**

**Client Name:** Ernst and Young, LLP  
**Project Name:** EY Optix  
**Project description:** This project is designed to deliver the highest quality audits and bring relevant business insights to clients as their trusted advisor.  
**My Role:** I worked as a UI/UX Developer for building the UI based on Bootstrap. I led a team of 2 UI junior developers to revamp the old application to the latest Angular based MVC based on ASP.NET as its backend.  
**Technologies Used:** ES6 based Javascript, Angular 2 via ASP.NET MVC along with HTML, CSS and LESS etc.

**Senior Software Engineer**  
 Brady Corporation • Bangalore

Sep 2015 - Sep 2016

**Roles and Responsibilities**

- Engineered web-based version of Brady's platform utilizing JavaScript, AngularJS, and Sass, greatly improving SEO visibility of company which generated 65% user base increase.
- Developed Brady's administrative tool with ReactJS and Redux, saving ~10 weekly hours weekly in backend engineering time by allowing our operations team to directly edit restaurant, user and flagged post data.
- Constructed infinite loading cascading grid to display user posts using custom AngularJS directive, solving scrolling performance glitch by implementing hardware accelerated CSS.
- Optimized page load speeds by 80% through implementing lazy loading for images in posts with AngularJS.
- Architected RESTful API using Node.js and Express with MongoDB to persist user contacts, designed to send push notifications to existing users after new app signups, growing user re-engagement by 20%.
- Refactored Node.js and Express job server which handled push notifications, caching and automated emails, reducing codebase by 40% to improve email sending, code maintainability and site reliability.
- Developed a video for company's introduction to clients, using Adobe After Effects.

**Project**

**Client Name:** Brady Australia  
**Project Name:** Seton  
**URL:** <https://seton.com.au/>  
**Project description:** Seton is an online store offering the largest range of workplace safety products with no compromise on quality. The store has an offering of more than 30,000 products enabling one find a

solution for all their safety needs.

**My Role:** I was responsible for the UI in terms of performance, design and development. Worked on an Agile based approach on an SDLC along with a team of 2 UI developers and 4 backend developers on Magento Enterprise. Had an experience of working on a development approach, where the database consisted of more than 1 billion + records of confidential customer data and products.

**Technologies Used:** Angular, SEO strategies, LESS, Magento, PHP7 and ES6 based Javascript along with HTML, CSS etc.

## Software Engineer (UI)

Softway, Inc • Bangalore

May 2014 - Jul 2015

### Project

**Client Name:** Culinary Institute Lenotre®

**Project Name:** Corporate Website

**URL:** <https://culinaryinstitute.edu/>

**Project description:** Culinary Institute Lenotre stands as America's largest baking and pastry art training and course offering institute trusted by many students of today. This corporate website was weaved out of Wordpress and PHP, giving a top notch approach to specs of design and quality of code.

**My Role:** I worked as a sole individual contributor, responsible for the UI in terms of performance, design and development. Worked on an Agile based approach on an SDLC on Wordpress. As wordpress has a lot of popularity in terms of the ease of maintenance and updates but it lacks security. I had weaved in my own security module to support security and until this day it still stands strong.

**Technologies Used:** Angular, LESS, Magento, PHP7 and ES6 based Javascript along with HTML, CSS etc.

## UI Designer & Software Analyst

C Soft Technologies Private Limited. • Visakhapatnam

Jan 2013 - May 2014

## UI & PHP Developer

Pometek System Solutions Pvt. Ltd. • Visakhapatnam

Nov 2012 - Dec 2012

## Web Development Executive

Dredging Consultancy Services Pvt. Ltd. • Visakhapatnam

Apr 2012 - Oct 2012

## UI Developer

Swortech IT Solutions Private Limited. • Hyderabad

May 2011 - Apr 2012

I also worked on many freelance projects, I can share the links on request.

## ABILITIES

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- Plan, design, write, modify, integrate and test software or Web-site related code
- Possess sound working knowledge of On page and Off page Optimization.
- Using tools like Google Keyword Research to conduct 'keyword analysis' to identify which words are likely to be most effective.
- Involving in selecting specific words and key phrases for which the site or individual/landing pages-should be optimized.
- Having good experience in optimizing Meta Title, Meta Description, Meta Keywords, H1, H2, H3 and various HTML tags (on page optimization).
- Internal link building within sites.
- Creating .xml sitemaps and HTML sitemaps.
- Analyzing the site from the SEO point of view, Implementing 301 Redirect, Correcting Broken Links, Canonical Redirect.
- Back Link Campaign: Article Submission, Press Release submission, Blog Optimization/Submission/Commenting, Directory Submission, Classified Submission and

### Video Optimization.

- Coordinating with the Designer/Developer to make technical adjustments to web pages to ensure they are constructed in a way that does not prevent search engines from indexing them.
- Continually monitor organic search rankings to maximize traffic.
- Tracking website users using Web Analytics (Google Analytics).
- Carrying out competitor research.
- Maintain existing computer programs by making modifications as required
- Identify and communicate technical problems, processes and solutions
- Prepare reports, manuals and other documentation on the status, operation and maintenance of software
- Assist in the collection and documentation of user's requirements
- Assist in the development of logical and physical specifications
- Research and evaluate a variety of software products
- Program special effects software for film and video applications
- Write, modify, integrate and test software code for e-commerce and other Internet applications
- Lead and co-ordinate multidisciplinary teams to develop Website graphics, content, capacity and interactivity
- Consult with clients to develop and document Website requirements
- Prepare mock-ups and storyboards
- Develop Website architecture and determine hardware and software requirements
- Source, select and organize information for inclusion and design the appearance, layout and flow of the Website
- Create and optimize content for Website using a variety of graphics, database, animation and other software
- Research and evaluate a variety of interactive media software products
- Lead and co-ordinate multidisciplinary teams to develop Website graphics, content, capacity and interactivity
- Conduct tests and perform security and quality controls

## STRENGTHS

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- Congenial Personality.
- Quick Learner and Optimist.
- Effective Team and Time manager.
- Enjoys working as a team.

## INTERESTS & HOBBIES

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- Developing UX and UI for websites, Internet surfing and working with Multimedia and Graphics.
- Helping the poor and needy.
- Love to Travel and interact with People.
- Sporting with friends and playing PC, PS2 and XBOX games.

## AWARDS AND HONOURS

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### **Hitting the Mark** 2019

- I was given an award named “Hitting the Mark”, recognising my performance and efforts delivered to Indegene client, Pfizer as a part of critical engagement with a shorter delivery.

### **Exceptional Client Service** 2018

- I was given the Exceptional Client Service Award, recognising my performance and efforts delivered to an Ernst and Young client.

### **Developed a new UI Framework** 2018

- I was recognized for developing a new UI Framework with the EY Branding standards for EY, to facilitate faster and easier UI development.

### **Team Milestone Award** 2016

- I was recognized as a team for developing a fresh new UI using Magento 2 for an existing ecommerce site of Brady Corporation without losing the 2 Million plus Client data.