

## Summary

Software developer with 7+ years of international experience in Web Development and Digital Marketing. Self-taught programmer excelling in digital marketing, adept at crafting diverse **Web Experiences** from **Personal** to **E-commerce**. Proven expertise in revenue generation through strategic advertising campaigns.

## Skills & Preferred Tools for 2025

Development (MERN Stack)	: MongoDB, Express, <b>React</b> , Node.
Graphic Design	: Adobe Photoshop, InDesign, Microsoft Office suit etc.
Frameworks	: <b>NextJS</b> , Remix Run, Strapi, Sanity and many other react and node-based frameworks.
Responsive Design	: Excellent proficiency in <b>CSS</b> , Bootstrap, <b>Tailwind</b> , Ant Design, Mantine, ShadCN.
Backend & APIs	: Crystallize, Firebase, ASP Dotnet, Node, NEST, REST, GraphQL and more.
Database	: <b>MongoDB</b> , PostgreSQL, Supabase.
Mobile	: Built custom ROMs and applications for <b>Android</b> and <b>Symbian</b> operating systems.
Other Tools	: <b>Git</b> , Bitbucket, Heroku, Fly, Netlify, Vercel, Azure, Monday, JIRA and more.

## Work Experience

### **NextEra AI (Hyderabad, Feb 2024 – Current): UI Lead**

- Led UI development across multiple concurrent projects, **collaborating** with cross-functional teams distributed across Australia, USA, and Singapore.
- Served as the primary UI point of contact, aligning design, product, and engineering teams to ensure consistent and **scalable** full stack architecture.
- Delivered advanced API integrations, handling complex data flows, business logics, authentication, and third-party service integrations.
- Worked directly with **enterprise** clients, including **Capital One**, to translate business needs into high-quality, production-ready UI solutions.
- Worked across multiple codebases and diverse tech stacks, quickly adapting to existing **architectures** while enforcing best frontend practices.
- Designed and developed **Chrome extensions** and cross-platform applications, extending core product functionality beyond the web.
- Implemented **custom Analytics, Tracking, and Reporting** using Google Analytics and related tools to drive data-informed UI and UX improvements.
- Optimized frontend performance and implemented **SEO best practices**, improving page load times, search visibility, and user engagement.
- Mentored junior developers, conducted code reviews, and established **UI standards and reusable component libraries** to improve development velocity and consistency.
- **Technologies used:** MERN Stack, Node, NESTJS, NEXTJS, ShadCN etc.

### **ORANGE DIGITAL SYSTEMS (Montreal, August 2021 - December 2023): Frontend Developer**

- Spearheaded the development of a **cutting-edge** Web Application with over **100 pages** using ReactJS for Employee Management, **Payroll**, **Time Entry** and many other **industry standard** features.
- Crafted intricate pages, including Employee Profiles with **100s of optimized fields**, advanced form validations and Scheduling with time zone support.
- **Technologies used:** MERN Stack, GraphQL, Full Calendar, Ant Design etc.

### **OYA COSTUMES (Montreal, January 2021 - July 2021): SEO Optimization Specialist**

- Optimized SEO for a Halloween online shopping store with **thousands of products** and pages.
- Developed custom features for **Big Commerce** and **automated blog post** optimization.
- Wrote **Custom Scripts** with Node that can automate the process of optimizing and publishing the blog posts.
- Wrote **Excel macros** to efficiently manipulate large datasets of products, significantly reducing processing time.
- **Technologies used:** BigCommerce, Stencil, NodeJS, AMP (Accelerated mobile pages)

### **NITHI STEEL INDUSTRIES (Sharjah, December 2017 - March 2019): Digital Marketing Executive**

- Was responsible for driving the company's acquisition of its single biggest contract of the quarter worth **600,000 AED**.
- Developed creative designs using InDesign, Photoshop, and implemented SEO strategies leading to a **7% revenue increase** within a year.
- Successfully ran an ad campaign on google AdSense which increased page **visibility by 400%**.

### **FREELANCER (India, UAE & Canada, 2015 - Current): Web Developer**

- Successfully completed numerous projects catering to clients across three countries, showcasing adaptability to diverse design principles.

### **Recent Projects**

#### **DOCPILOT APP (2025)**

- Developed to help doctors manage Patients, Appointment history and send prescriptions instantly via WhatsApp.
- Helps doctors focus on patient while AI, Data Analysis and the process is handled by the system.
- Plenty of UI tweaks to make it the most user-friendly app I have ever built. Ability to send a prescription in 3 seconds.

#### **BIGBEAR SOFTWARE (2025)**

- A modern, SEO-optimized website for a software company, delivering excellent performance and near-perfect Lighthouse scores.

#### **NOTION BUREAU (2024)**

- A modern SEO Optimized page for a technology company. Scores 100/100 on lighthouse speed test.

#### **ZPHS LOCATOR (2024)**

- Developed to help teachers locate the nearest ZPHS schools in their area during transfers.

#### **MOONDRIVE CARS (2024)**

- A web application that lets locals rent a car and admin can manage accounts, payments and more!

#### **RAJ & RAJ ASSOCIATES (2023)**

- An advanced web app that manages, stores and processes 1000s of delivery records every day.

### **Awards & Personality (Type: INFP-T)**

- NITHI INDUSTRIES – **Best Employee** of the month (September 2018).
- XIAOMI FORMS TOP MODERATOR – ranked **top 3** in a pool of 1000+ participants.

### **Education & Languages**

- **Collège LaSalle** (DEC - Diplôme d'études collégiales) Computer Science, Programming & Application Development
- **Amity University** (Collab with **TCS ION** -> Cloud Computing & Data Architecture)
- Proficiency in English, Telugu, Hindi & basic French (B1 level).

### **Other Skills & College Projects**

- Proficient in C++, C#, JavaScript, Python.
- Served as a teaching assistant in College LaSalle.
- College projects include Android, IOS, and Windows CRUD applications.