

Highly experienced Lead Software Developer / Team Leader with over 18 years of expertise in technology evaluation, cross-platform development, and delivering scalable, high-quality applications. Strong communicator, always up-to-date with industry trends. Seeking a dynamic role to leverage my extensive background in delivering exceptional customer-facing products.

## WORK HISTORY

Dec 2023 – Current

### **Digital Transformation Specialist & eCommerce Developer**

*Branding, Development, eCommerce and Digital Marketing*

#### ■ **Branding, Website Design, and Development for Datanitiv.com**

Partnered with Datanitiv to establish a strong digital presence, accessible at datanitiv.com. Key contributions and achievements include:

- **Branding:** Developed a cohesive brand identity, including logo design and visual assets, to ensure a consistent and professional appearance across all platforms.
- **Website Design:** Crafted an intuitive and visually appealing website layout that aligns with the brand's image and enhances user experience.
- **Website Development:** Built the website using modern frameworks, ensuring responsiveness, functionality, and a seamless user experience across all devices.

#### ■ **Branding and eCommerce Setup for BikeFormers India**

Joined BikeFormers India to transition their business to an online platform, accessible at bikeformers.com. Spearheaded the entire digital transformation process, delivering the following key achievements:

- **Brand Uplift:** Revitalized the brand identity by designing a cohesive website and creating all social media assets, ensuring a modern and engaging online presence.
- **Website Development:** Developed the website using Laravel, integrated seamlessly with the Shopify API, to provide a unique and customized user experience in line with client specifications.
- **SEO and Digital Marketing:** Implementing comprehensive SEO and digital marketing strategies to enhance brand awareness and drive online sales.
- **Integrated Stock Management:** Implemented a robust stock management system to synchronize inventory between offline and online stores, ensuring real-time accuracy and efficiency.
- **Automated Backend System:** Created an automated backend system to generate Facebook Catalogs and Meta ads, streamlining advertising processes and improving marketing efficiency.

#### ■ **eCommerce Development and Digital Marketing for Kirosme.com**

Collaborated with a new eCommerce startup Kirosme to enhance their digital presence and streamline their eCommerce operations, accessible at kirosme.com. Key contributions and achievements include:

- **Website Development:** Designed and developed a user-friendly eCommerce website using modern frameworks to provide a seamless shopping experience tailored to the brand's unique identity.
- **Brand Enhancement:** Created comprehensive digital assets, including high-quality images and engaging content, to elevate the brand's online presence and appeal to a broader audience.
- **SEO Optimization:** Implemented advanced SEO strategies to improve search engine rankings, increase organic traffic, and enhance overall visibility of the website.
- **Digital Marketing Campaigns:** Launched targeted digital marketing campaigns across multiple platforms to drive engagement, increase conversions, and boost sales.
- **Automated Backend System:** Created an automated backend system to generate Facebook Catalogs and Meta ads, streamlining advertising processes and improving marketing efficiency.

#### ■ **Backend System Development for Japam.in**

Collaborated with Japam.in to enhance operational efficiency by developing a comprehensive backend system. Key contributions and achievements include:

- **Inventory Management:** Created a robust backend system in Laravel connected with the Shopify API to streamline inventory management across multiple warehouses, ensuring real-time accuracy and reducing discrepancies.
- **Order Processing Optimization:** Implemented solutions to reduce Return to Origin (RTO) rates for cash on delivery orders, improving overall delivery efficiency and customer satisfaction.
- **Employee Attendance System:** Developed an integrated employee attendance system to streamline workforce management and improve operational productivity.
- **Vendor Management:** Designed and implemented a system to efficiently manage vendor relationships, track performance, and optimize procurement processes.

#### ■ **eCommerce Platform Development and Marketing for UrbanBuying.com**

Worked with UrbanBuying to elevate their online presence and optimize their eCommerce operations, accessible at urbanbuying.com. Key accomplishments include:

- **Website Creation:** Engineered a highly intuitive and visually appealing eCommerce website, employing cutting-edge frameworks to ensure a smooth and engaging user experience.
- **Brand Development:** Designed a full suite of digital assets, including striking visuals and compelling content, to strengthen the brand's appeal and attract a larger audience.
- **SEO Strategy Implementation:** Devised and executed sophisticated SEO techniques to enhance search engine visibility, driving increased organic traffic and improving site rankings.
- **Digital Marketing Initiatives:** Orchestrated effective digital marketing campaigns across various platforms, aimed at boosting engagement, conversion rates, and overall sales performance.
- **Inventory Management System:** Integrated a robust inventory management system that maintains real-time synchronization between offline and online stock, ensuring accuracy and efficiency.
- **Dropshipping Project Management:** Streamlined drop shipping processes to improve supplier coordination, ensure timely order processing, and optimize the supply chain.
- **Automated Marketing System:** Developed an automated backend system to effortlessly create Facebook Catalogs and Meta ads, enhancing marketing

efficiency and effectiveness.

Nov 2021 – Nov 2023

## **Team Lead / Senior Developer**

*AwesomeMotive INC, US*

- **Leadership in Development:** Successfully led the MonsterInsights WordPress Plugin Development Team, managing daily operations to enhance product functionality and promptly address reported bugs, ensuring a smooth user experience.
- **Agile Project Management:** Implemented and streamlined Agile methodologies by integrating Zunhub with GitHub, which significantly improved project efficiency and team collaboration.
- **Innovative Testing Processes:** Pioneered the integration of one-click operations, revolutionizing product testing processes using Cypress, and dramatically reducing testing cycle times.
- **Senior Developer Role:** After a year, transitioned to a Senior Developer role to spearhead the design and development of custom internal tools aimed at optimizing and automating complex Google Analytics processes.
- **UserFeedback Plugin Enhancement:** Elevated the functionality and user experience of the UserFeedback plugin through strategic enhancements. Took full ownership of the plugin lifecycle, leading troubleshooting efforts and addressing bug fixes swiftly to ensure uninterrupted performance.

Sep 2008 – Nov 2021

## **Founder / CTO**

*CSSJOCKEY, Chandigarh, India*

- **Leadership and Strategy:** Directed a wide range of business functions, including strategic planning, operations, business development, and staff leadership, demonstrating a versatile skill set.
- **Product Delivery:** Successfully delivered thousands of tech products to a diverse global clientele as both a Lead Developer and Freelance Developer on Upwork.
- **Strategic Partnerships:** Built and nurtured strategic relationships with key businesses and decision-makers, fostering partnerships that significantly contributed to business growth and profitability.
- **Upwork Excellence:** Maintained an impeccable track record on Upwork with a 5-star rating and 100% job success. Explore my Upwork profile.
- **WordPress Plugins:** Released and managed six WordPress plugins on Envato's CodeCanyon marketplace, consistently earning impressive 4.9-star ratings over seven years.
- **Technical Expertise:** Showcased leadership in areas such as Infrastructure Implementation, Program/Project Management, Emerging Technologies, Governance, Risk & Compliance, Software/Database Migration, Systems Integration, and full lifecycle Contract Management.
- **Business Growth:** Enhanced corporate profitability and productivity through strong analytical, problem-solving, and communication skills, establishing a reputation as a results-driven leader.

July 2019 – Nov 2021

## **Lead Software Developer / Development Head**

*Customer Stack, Leeds, United Kingdom*

- **SaaS Application Development:** Innovatively designed and developed a cutting-edge SaaS application, offering Shopify merchants a centralized platform to manage one or multiple stores efficiently.
- **Team Collaboration:** Worked closely with internal teams and stakeholders to find the best solutions for enhancing user experience, demonstrating strong communication and problem-solving skills.
- **MVP and Development Environment:** Independently led the creation of the Minimum Viable Product (MVP) and set up a local development environment using Docker for PHP, seamlessly integrating with AWS (LocalStack).
- **Cloud Infrastructure Leadership:** Guided the PHP/Vue.js stack teams and collaborated with the AWS team to implement a robust cloud infrastructure and establish CI/CD pipelines using Terraform.
- **Feature Prioritization:** Played a crucial role in prioritizing and scoping feature requests, focusing on high-impact features to deliver maximum value to end-users.
- **Application Optimization:** Conducted thorough testing and fine-tuning of applications, significantly reducing bugs and optimizing application speed.
- **Code Quality:** Enforced coding principles and standards, ensuring 100% code compliance and contributing to the overall quality and maintainability of the application.

### Technology Stack:

- **Frontend Framework:** Developed with VueJs, using NuxtJs and Vue Micro Services for a dynamic frontend.
- **Backend Architecture:** Built with Laravel and .Net, utilizing a sophisticated micro-services design.
- **Deployment:** Seamlessly deployed on AWS using AWS CodeDeploy, managed via Terraform.
- **Micro-services Communication:** Employed REST-API and AWS SQS/SNS for efficient data exchange.
- **User Management:** Utilized Amazon Cognito for secure user account management and JWT for authentication.
- **Development Workflow:** Optimized development activities using Docker and AWS LocalStack, with a time-saving bash script to simplify setup processes.

### Key Features:

- Centralized CRM
- Live Visitor Tracking with Automated Workflows
- One-off Campaigns
- Drip Campaign Automation
- Customer Segmentation
- Live Chat Widget
- Knowledge-base and Automated Responses
- Abandoned Cart Automation
- Loyalty Engine
- Product Reviews Engine
- Mobile App Framework
- Real-time Analytics
- Live Quiz and Recommendations with Video Avatar
- Automated Workflows

# Technology Consultant / Development Head

FOOTASYLUM PLC, Manchester, England

- **Leadership and Technology Consultation:** Successfully led a team of 40 developers with expertise in PHP, Laravel, WordPress, Java, HTML/CSS/JS, AWS, AI, Software Testing, and Graphic Design. Served as both Lead Developer and Technology Consultant, providing strategic direction and technical guidance.
- **Project Management Excellence:** Achieved a 100% on-time delivery record for all projects, showcasing exceptional project management skills and ensuring minimal updates were required post-delivery.
- **Cross-Platform Application Development:** Conceptualized, designed, and automated cross-platform applications, significantly reducing costs and person-hours while enhancing overall operational efficiency.
- **Product Procurement Optimization:** Improved the product procurement process, reducing inventory hoarding costs and streamlining the supply chain for better cost-effectiveness.
- **Warehouse Security Enhancement:** Implemented end-to-end automation and tracking systems, achieving a 90% reduction in warehouse theft and demonstrating a strong commitment to security and risk mitigation.
- **Inventory Management Overhaul:** Enhanced real-time stock status by synchronizing inventory across four warehouses and 60 stores in the UK, improving overall inventory visibility and optimizing stock management processes.

## Technology Stack:

- **Frontend Development:** Crafted a diverse array of frontend applications using Laravel, VueJs, AngularJs, and WordPress.
- **Backend Development:** Developed robust applications and RESTful APIs, leveraging Laravel for reliability and NodeJs for scalability.
- **Machine Learning Applications:** Innovatively combined Java and Python to create advanced machine learning applications.
- **Cross-Platform Mobile Applications:** Utilized Java and the Ionic Framework to develop seamless cross-platform mobile applications, ensuring optimal performance across various devices.

## Warehouse Automation:

- Live location and inventory tracking within warehouses
- Integrated Android apps for DataLogic devices
- End-to-end product tracking
- Procurement forecasting
- Automated shipping label printing

## Paperless Hiring Software:

- Job portal to list vacancies across all departments and locations
- End-to-end application tracking using Trello-like boards and a talent pool for future hiring
- Smart resume scanner to match vacancies based on keywords
- Candidate profiles accessible to all departments

## Integrated Admin Dashboards:

- Centralized CRM for different departments
- Live reporting, analysis, and updates

Mar 2015 – May 2016

## **Lead Software Developer / CTO**

*Deliverd Pvt Ltd, Manchester, United Kingdom*

- **Database Architecture Design:** Led the design of a robust database architecture, establishing the foundational frameworks for the admin dashboard, customer, and driver mobile applications. Ensured the system was scalable and efficient.
- **Optimization Algorithm Creation:** Developed an intelligent algorithm to track delivery drivers and optimize order swaps, significantly reducing delivery costs and time. This showcased a strategic and cost-effective approach to logistics.
- **Kitchen Software Development:** Created specialized software for kitchen operations, streamlining order management and preparation processes to enhance efficiency and accuracy in food service.
- **Team Leadership:** Led a dynamic team of frontend and backend developers, fostering collaboration and synergy to efficiently achieve project milestones.
- **Coding Standards Implementation:** Established rigorous coding standards and principles, ensuring the creation of standardized and compliant code. This commitment to best practices streamlined development processes and contributed to the overall maintainability and longevity of the software solutions.

### **Technology Stack:**

- **Admin Dashboard and REST-API:** Utilized a combination of Laravel and Firebase to craft a secure and efficient foundation for seamless data management.
- **Frontend Application and Blog:** Implemented a dynamic WordPress setup with a custom theme and various plugins to enhance user experience and functionality.
- **Customer and Driver Mobile Applications:** Developed with the Ionic framework, integrated with REST-API, Firebase, and Leaflet maps for real-time tracking, providing an interactive and responsive user experience.
- **Kitchen Application:** Designed for operational efficiency using Laravel, integrated with SMS notifications to optimize communication and enhance functionality.

### **Admin Dashboard Features:**

- Live reporting and analysis
- Kitchen onboarding and management
- Driver onboarding and management
- Customer profile management
- Product and subscription packages management
- Live view of all drivers on the map
- Marketing tools to promote products and offers

### **Customer Mobile Application Features:**

- Browse healthy lunch options and subscription packages
- Order lunch daily within specific timings
- Subscribe for weekly lunch packages
- Live order tracking with SMS and PUSH notifications
- Virtual assistant to recommend healthy lunches based on customer profile and quiz

## Driver Mobile Application Features:

- Track daily pickup and delivery jobs
- SMS, PUSH, and voice notifications with custom mobile vibration to swap orders
- Live chat or voice calls with customers

## Kitchen Application Features:

- Track daily orders to prepare
- Update preparation status
- Notify drivers to pick up orders
- Transfer orders to another nearby kitchen

Feb 2005 – Oct 2008

### Senior Operations Analyst

*Dell International Services India Private Ltd, Mohali, Punjab*

- **Technical Support Advancement:** Began as a Technical Support Associate, providing top-notch assistance to US customers with Dell Desktops and Laptops through on-call troubleshooting and technical support. Recognized for exceptional performance, earned a swift promotion to the Customer Retention Team within two months.
- **Acknowledged Excellence:** Received an award and appreciation from Kevin Rollins (CEO of Dell Inc.) for outstanding customer support provided to a distinguished client, demonstrating a strong commitment to excellence and customer satisfaction.
- **Rapid Career Progression:** Showcased exceptional skills and expertise, leading to a promotion to Senior Technical Support Associate within ten months. Consistently achieved expert-grade certificates for six consecutive months, highlighting sustained excellence in technical support.
- **Operational Leadership:** Transitioned to the role of Operations Analyst through an Internal Job Posting (IJP) and quickly advanced to Senior Operations Analyst within a year, demonstrating versatility and adaptability in various roles.
- **Efficiency Enhancement Through Automation:** Led the automation of all reporting tasks in Microsoft Excel, resulting in a 70% reduction in Cost to Company (CTC). This initiative showcased a commitment to efficiency and resource optimization.
- **Cross-Site Implementation Success:** Successfully replicated and implemented the automated reporting system across multiple Dell sites, demonstrating leadership in driving process improvements and best practices across different locations..

Apr 2004 – Jan 2005

### Technical Support Officer

*Convergys India Services Private Limited, Gurugram, Haryana*

- **Technical Support Excellence:** Started my career journey as a Technical Support Officer, providing impactful on-call support to AT&T WorldNet customers in America. Demonstrated a deep understanding of technical troubleshooting and exceptional customer service.
- **Fast-Track Promotion to Floor Support:** Recognized for proficiency and leadership skills, earned a promotion to Floor Support within just four months. Played a crucial role in mentoring new hires on live calls, conducting audit checks, and providing valuable insights to the senior management team, showcasing adaptability and quick learning.

- **Innovative Intranet Portal Creation:** Identified the need for better information accessibility and knowledge sharing. Designed and implemented an online portal on the intranet, creating a centralized hub for handy links and a comprehensive knowledge base tailored for live calls. This significantly improved efficiency and reduced response times.

Oct 2003 – Mar 2004

### **Contact Center Executive**

*Universal Cyber Infoway Ltd, Panchkula, Haryana*

- **Sales Engagement:** Began my professional journey as a Contact Center Executive, specializing in the proactive sale of diverse products through on-call interactions for various esteemed companies in the USA. Demonstrated a strong ability to effectively communicate product value propositions and engage with potential customers, contributing to successful sales outcomes.

Jan 2003 – Sep 2003

### **Graphic & Web Designer**

*ItechLand Software Pvt. Ltd, Chandigarh, Chandigarh*

- **Creative Design Role:** Started my career as a Graphic & Web Designer, contributing creative expertise to various visual and digital projects.
- **Promotion to Project Manager:** Quickly promoted to Project Manager, leading the Service Books Automation project for a Government Department. Managed a team of 12 data entry operators, overseeing project milestones and ensuring seamless collaboration.
- **Performance Enhancement:** Within just four months, successfully boosted team performance levels by 150%, demonstrating strong leadership skills and a results-driven approach to project management.

## **Academic Education**

Mar 2002 – Apr 2003

### **Master of Science: Computer Science**

*Maharshi Dayanand University – Rohtak*

Mar 2001 – Apr 2002

### **Advanced Post Graduate Diploma: Computer Applications**

*Maharshi Dayanand University – Rohtak*

Mar 1998 – Apr 2001

### **Bachelor of Commerce (B.Com)**

*Panjab University – Chandigarh*

## **Professional Courses**

- **Oracle 8 Certified Database Administrator**
  - Database Administration



- Backup and Recovery Workshop
- Network Administration
- Performance Tuning Workshop
- Introduction SQL and PL/SQL

■ **Diploma in Computer Hardware**

■ **Web & E-commerce Development**

## Online Courses

- Agile Crash Course: Agile Project Management; Agile Delivery
- Agile Scrum Mastery: Full Project Simulation
- Mini MBA Course for Entrepreneurs
- DevOps Deployment using Terraform, Azure, Jenkins
- Docker and Kubernetes: The Complete Guide
- Lumen Microservices: Create Services and APIs with Lumen
- Object-oriented Programming in JavaScript
- Vue Native - Practical Course
- Landing Page Design & Conversion Rate Optimization
- Introduction to TypeScript
- The Complete GitHub Actions & Workflows Guide
- AWS DevOps : A CI/CD Masterclass
- Clean Code and many more..

## Contact Information

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