







EXPERIENCE { 19 Years }

TA DIGITAL

● Associate Director UI

JAN. 2022 - TILL DATE

- Head of UI Practice
- UI Architecture
- UI Code Quality & Standards
- Pre-Sales Activities
- Training & Mentorship
- UI Hiring
- Research & Innovation

TA DIGITAL

Sr. Tech. Architect UI

MAY 2021 - DEC. 2021

- Head of UI Practice
- UI Architecture
- UI Code Quality & Standards
- Pre-Sales
- UI Training & Mentorship
- UI Hiring
- Research & Innovation

TA DIGITAL

● Technical Architect UI

SEP. 2017 - APR. 2021

- UI Architecture
- UI Code Quality & Standards
- Pre-Sales Activities
- Training & Mentorship
- UI Hiring
- Research & Innovation



PERSISTENT

Technical Specialist UI

MAY 2016 - AUG. 2017

- UI Architecture
- Code Quality & Standards
- UI Training & Mentorship
- Hiring
- Research & Innovation

TSSS  
I n f o t e c h

● Manager UI

NOV. 2012 - APRIL 2016

- Manager UI Dev. Team
- UI Architecture
- Code Quality & Standards
- Training & Mentorship
- Component Library



TIMES  
INTERNET

Manager Technology

MAY 2012 - NOV. 2012

- UI Architect & Manager
- Code Quality & Standards
- UI Training & Mentorship
- Hiring
- Research & Innovation



● Sr. Interactive Developer

JAN. 2011 - MAY 2012

- Develop cross-browser apps.
- Front-end optimization
- Client communication
- Mentor team members
- Code quality & review

SERA  
SOLUTIONS

Sr. UI Engineer

OCT. 2009 - JAN. 2011

- Cross-browser pages
- Front-end optimization
- Client communication
- Code quality & review
- Mentor team members
- Front-end coding standards

virtusa®

● Sr. UI Engineer

MAR. 2009 - SEP. 2009

- Cross-browser pages
- Front-end optimization
- Client communication
- Code quality & review
- Mentor team members
- Front-end coding standards

TSSS  
I n f o t e c h

Technical Producer

May 2007 - Feb. 2009

- Cross-browser pages
- Front-end optimization
- Client communication
- Code quality & review
- Mentor team members
- Front-end coding standards



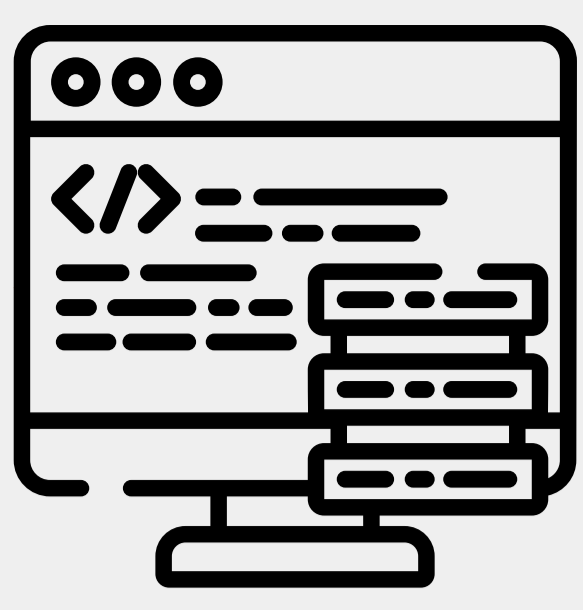
● Web Developer

JUL. 2004 - APR. 2007

- Freelance consultant
- Designing UX
- Architecture of all 3 layers
- Server-side & Front-end Dev.







# PROJECTS

## 2015

### Integrated Admin Panel

While having plenty of e-commerce sites and apps being used worldwide, it became quite difficult to live with and manage multiple and separate Admin panels for each site & app.-thousands of coupons and offers for each site on daily basis. We developed an integrated admin panel for all.

📅 3 months 👤 6



## 2014

### Singapore Admin

Administration portal including a centralized dashboard for Ebates Singapore. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

📅 2.5 months 👤 4

### Singapore Mobile Site

Mobile web site for Ebates Singapore. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

📅 4 months 👤 5



### Ebates Singapore

Ebates Singapore is the Ebates counterpart for Singapore market. Target stores and audience is Singapore. We created a separate shopping website based on the same theme but different design, and content. We could re-used lot of code and experience from existing sites.

📅 6 months 👤 8

### Russia Admin

Administration portal including a centralized dashboard for Ebates Russia. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

📅 2 months 👤 4



### Russia Mobile

Mobile web site for Ebates Russia. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

📅 2 months 👤 4

### Ebates Russia

Ebates Russia is the Ebates counterpart for Russian market. We created a separate shopping website based on the same theme but different design, and content. We could re-used lot of code and experience from existing sites. The site language is Russian.

📅 5 months 👤 9



## 2013

### China Admin

Administration portal including a centralized dashboard for Ebates China. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

📅 2 month 👤 4

### China Mobile

Mobile web site for Ebates China in simplified Chinese. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

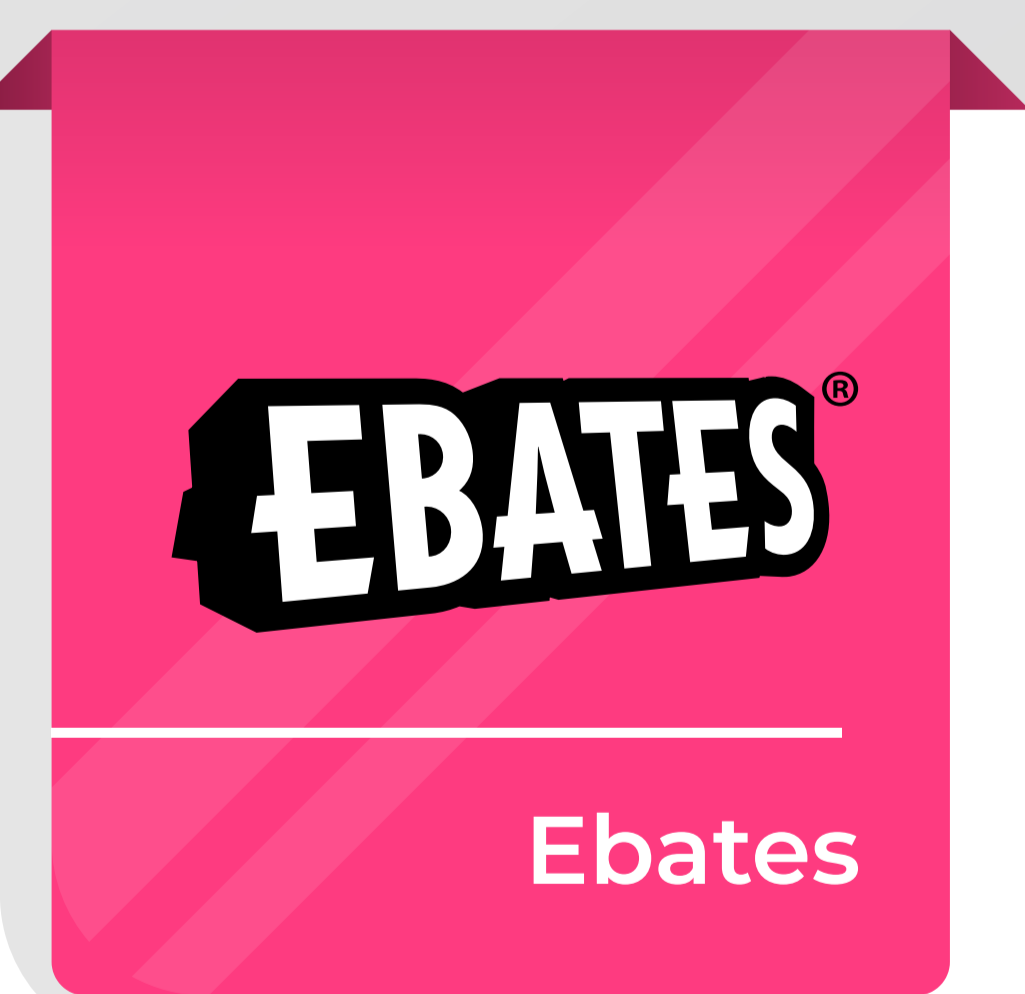
📅 3 months 👤 4

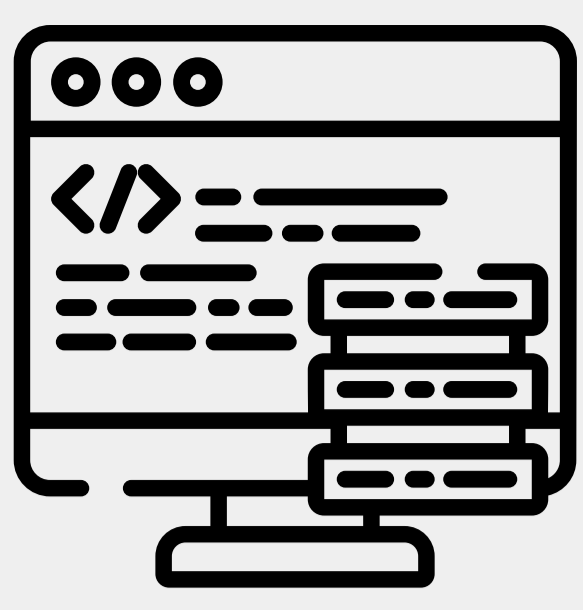


### Ebates China

Ebates China takes the deals & discounts to the Chinese market. We created a separate shopping website based on the same theme but different design, and content. We could re-used lot of code and experience from existing sites. The site language is Simplified Chinese.

📅 5 months 👤 6





# PROJECTS

## 2013

### FatWallet Admin

FatWallet is a comparison based shopping website, centering on a set of forums that allowed users to publish deals and rebate offers on products and services. Similar in nature to Ebates. After its acquisition, we revamped its website, created mobile site, also added an admin portal to it.

3 months 4



### FatWallet Mobile

Mobile web site for newly acquired FatWallet website. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

1.5 month 4



### FatWallet Revamp

Re-create project for FatWallet after its merger to Ebates. We re-wrote the front-end layer and integrated with our existing CMS and back-end system. Optimized it for speed and enhanced user interface and analytics.

7 months 6



### Korea Admin

Administration portal including a centralized dashboard for Ebates Korea. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

2 month 4



### Korea Mobile

Mobile web site for Ebates Korea in Korean language. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

2 months 4



### CA Admin

Administration portal including a centralized dashboard for Ebates Canada. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

2 months 4



### US Admin

Administration portal including a centralized dashboard for Ebates US. A Single Page Application written in jQuery. The required API was developed using Java. The portal allows site administrator to manage products, categories, daily deals, discounts, coupons, user benefits, etc.

5 months 9

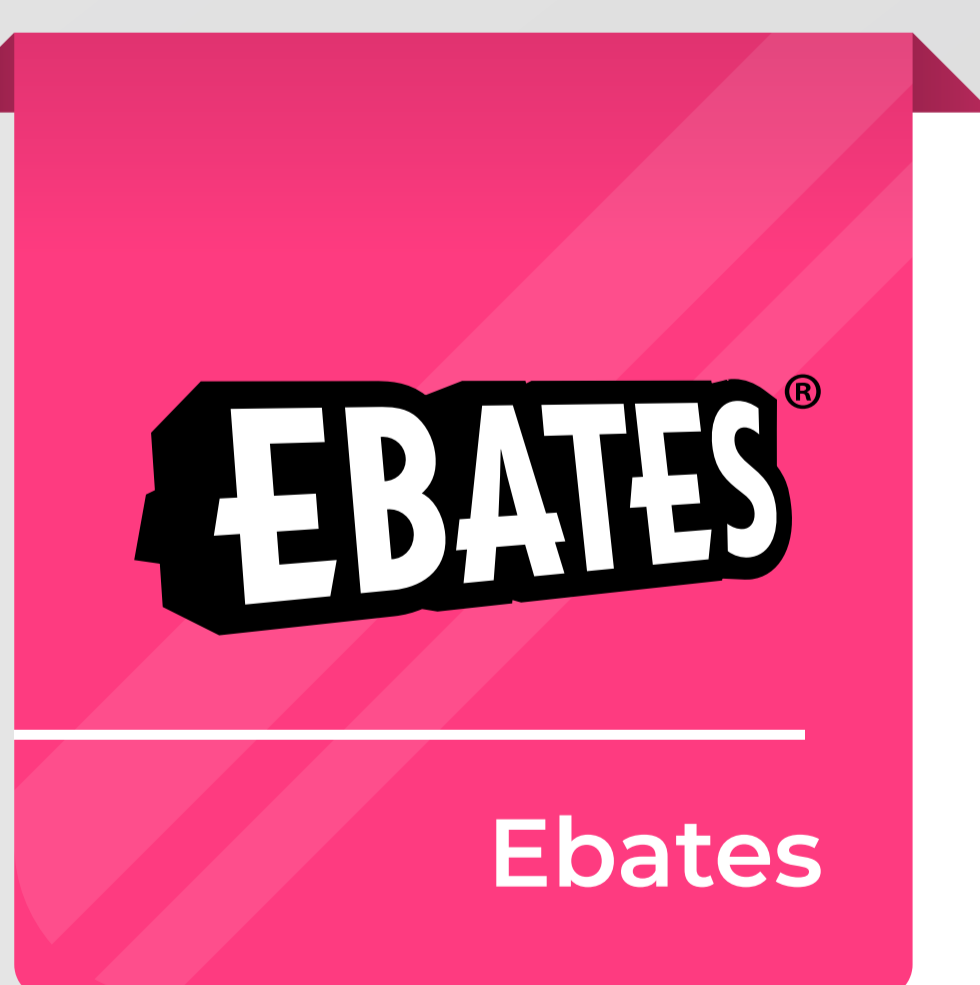


## 2012

### CA Mobile Site

Mobile web site for Ebates Canada. A mobile site should have optimal code in order to perform faster considering the processing and other limitations. We put additional efforts and created an optimal codebase for mobile site apart from making regular site responsive.

2 month 4



### ET Portfolio

ET Portfolio is a Personal Financial Management Tool primarily for Indian retail investors. It is a user-friendly money manager keeping users' investments in one place. They can track their investments in Stocks, Mutual funds, ETF's, Fixed Income Products, Cash in Hand & others.

7 months 16

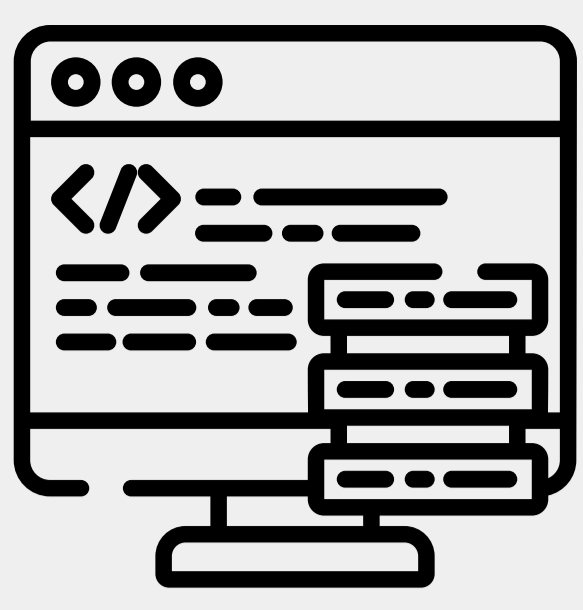


### ET Speed

An open information sharing platform that is powered by the community. Besides offering real-time market information and latest news updates from within ET, ET Speed also offers the views of the most important thinkers and experts in the financial market.

3 months 5





# PROJECTS

## 2012

### EconomicTimes Mobile

Mobile optimized version of website of India's Leading Business Newspaper: offers Business News, Financial news, Stock/Share Market News, Economy News, Loans & Banking. Used jQuery based Single Page Application to fetch the categorized news from the news repository to show it on mobile web.



3 months 6

### EconomicTimes.com

We migrated India's Leading Business Newspaper to the latest HTML version and jQuery. Modularized the complete site into components with challenges dealing all these with XSLT. Also, organized the advertisement and set some rules & standards in place to make the website faster.



6 month 11

### Gaana.com

Gaana.com is the largest Indian commercial music streaming service with over 123 million monthly users. We made entire Indian music catalog available to users worldwide. It was unique web application providing live streaming or radio channels, to manage playlists to the users.



7 months 22

### Recipedia

A collections of cooking techniques & recipes from local restaurants, magazines, newspapers, websites and personal cooking collected. We made this website to available all the cooking recipes to the users. Also a CMS based interface for the contributors to add their recipes into the system.



3 month 7

### hairmeetwardrobe.com

My first Single Page Application. Developed this SPA using jQuery to showcase Toni&Guy products, services, accessories to the users. Challenging - as IE8 won't let you manipulate the history queue. Wrote plenty of jQuery plugins to create layers for different tasks & services.



2 months 3

### Lux.com

We built a world-wide multi-locale branding websites for Lux showcasing all Lux products from Unilever. Tridion would provide interface for content authoring and provides web service to the front-end at the same time. We used JSON data to render the pages on the front-end.



3 months 5

## 2011

### FairPoint CMS Site

Initially in phase 1, created static English site. In phase 2, we integrated it with Tridion CMS system. Now FairPoint portal can detect the user's location and present them with the custom content, such as services provided by FairPoint in the area, packages etc.



4 months 8

### Enterprise Portal

Developed an enterprise portal to support FairPoint's admin operations. The port will allow FairPoint employees to manage the data related to phone, mobile, internet packages and combos, as well as the customer records. They can also manage their partners, resellers data as well.



3 month 4

### Commissioning Portal

FairPoint Commissioning Portal enables FairPoint's business partners and agents to login through its extranet to manage their business with FairPoint. It includes - user management, packages, report generation and others.



3 months 7

## 2010

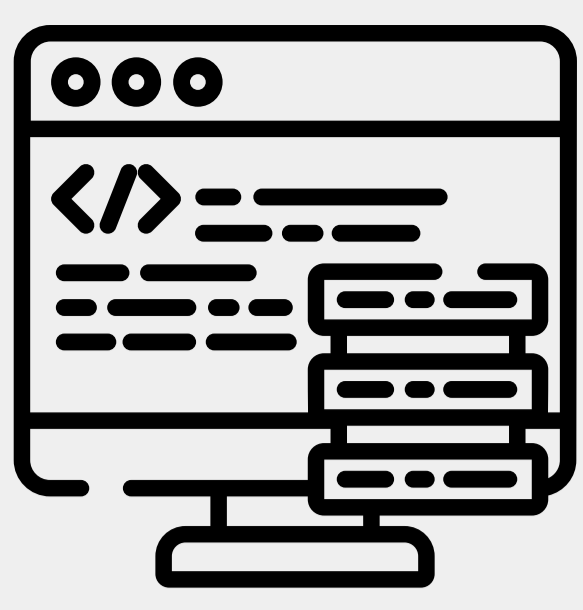
### DP Tourist Portals

Built following Drupal based portals:

- sfchamber.visitortouristinfo.com
- mpcc.visitortouristinfo.com
- napachamber.visitortouristinfo.com
- oakhurstchamber.visitortouristinfo.com
- www.metrochamber.visitortouristinfo.com
- www.mediterraneanconnect.com
- www.visitortouristinfo.com
- www.dpcorporation.com



6 months 5



# PROJECTS

2010

SpotZot

The first and only service in the era that systematically collects and organizes thousands of local merchandise, grocery, dining deals every day from the top 600 U.S. App. runs in mobile browser - based on user's location it suggests them deals & discounts in nearby stores.



3 months 6



2009

Civio Solution

Civio provides the platform to orchestrate interactions that target and engage people in meaningful ways. Customers use Civio to engage people in actions online and offline and receive the benefit of increased participation, affinity and contribution levels.



7 month 5

Cisco

Cisco runs a very large Intranet site for internal purposes in around 86 languages, containing millions of pages in it. Likewise it also runs its public facing site cisco.com again is more than 80 languages. Intranet portals are built using an ExtJS based components library.



6 months 46



2007-'08

Ebates.com

Ebates is the pioneer and leader of online Cash Back Shopping. We at TSSS Infotech, we own all the software engineering part to develop, maintain, and enhance Ebates.com. From creating promotional pages to overall migration to jQuery and revamp for user experience and performance.



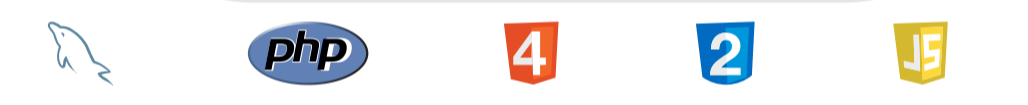
21 month 9

Krrish IMS

Built a PHP+MySQL based large Internal Management System running on Web. This custom system handles all the back-office operations including employees, accounts, billing, invoice, reports, and other management operations.



8 months... 2



2004-2007

krrishholidays admin

An internal tool to manage the Krrish Holidays website's content, packages etc. Was more of a to the point custom made CMS as well as centralized control panel to manage the website.



6 months 2

krrishholidays.com

A PHP based public facing website to allow user search and select the holiday package, book hotel etc. Website was built using LAMP stack and has content being published through its admin tool. Site administrator could add the packages or let users customize the packages.



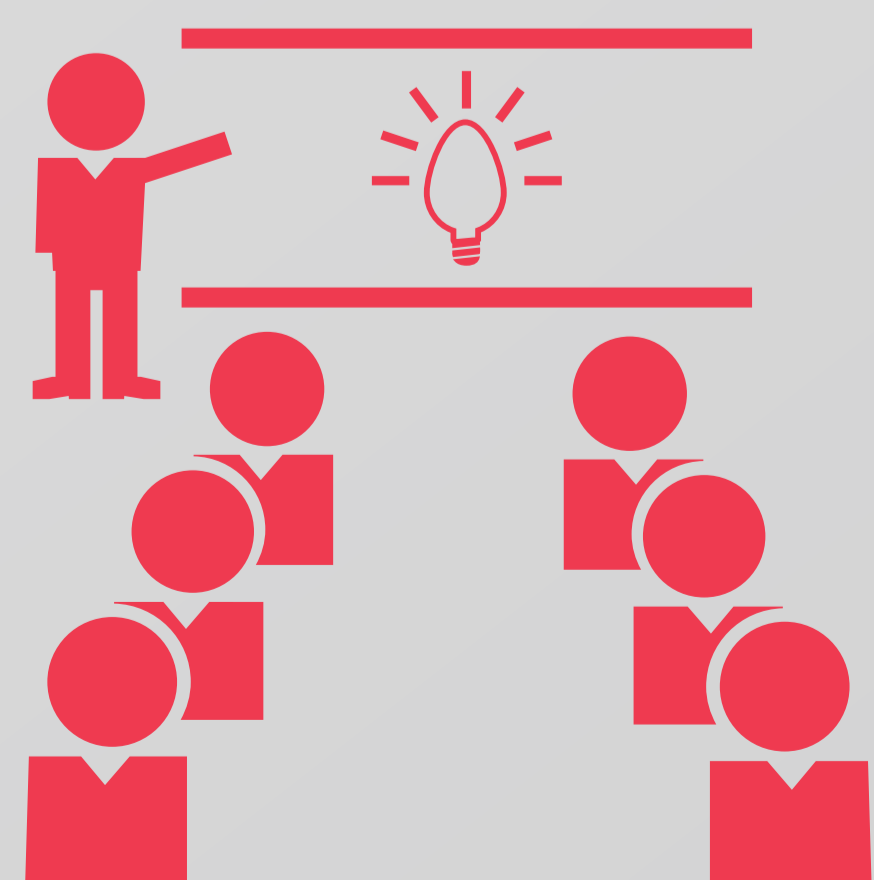
12 months 2



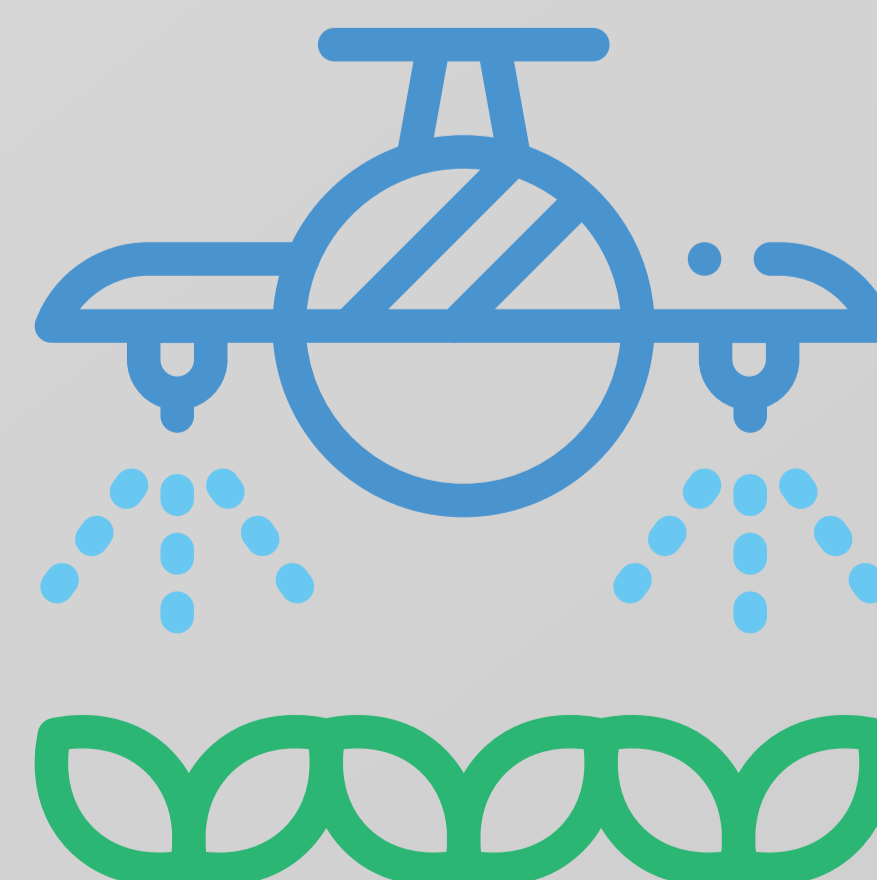
# HOBBIES



Learning



Training



Smart Farming



Internet of Things