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# RANVEER KUMAR

UI Development Director | Practice Head

## PROFILE

As a results-driven UI Development Director with 19 years of dedicated experience, I bring a profound passion for user-centric design, innovative leadership, and a track record of delivering exceptional digital experiences. My journey in the ever-evolving world of UI development has been marked by continuous growth, collaboration with global teams, and a relentless commitment to excellence.

With a steadfast commitment to advancing the field of UI development, I look forward to leveraging my extensive experience, leadership acumen, and passion for UI development to drive transformative user experiences for organizations ready to lead in the digital age.

## LEADERSHIP EXCELLENCE:

Throughout my career, I've held key leadership positions, directing dynamic teams of UI professionals to excel in developing stunning and highly functional user interfaces. I have a proven ability to inspire and lead cross-functional teams toward a shared vision of excellence.

## MULTI-FACETED EXPERTISE:

My extensive expertise spans a broad spectrum of UI development domains, from responsive web design and accessibility advocacy to cutting-edge UI technologies.

## EDUCATION

### MIT Pro Education (August 2023 – March 2024)

Technical Leadership & Innovation

### International Institute of Information Technology, Hyderabad (India)

2020

Advanced Certification in AI/ML (85%)

### Makhanlal Chaturvedi Rashtriya Patrakarita University, Bhopal (India)

2000 - 2003

Bachelor of Computer Applications (73%)

## WORK EXPERIENCE

### TA DIGITAL (HYDERABAD, INDIA)

#### Associate Director, UI Development

January 2022 – Till Date

**Responsibilities:** Head of UI Practice, Engineering Leadership, Practice Resource Utilization & Revenue, Pre-Sales, Budgeting, Gatekeeping, Training & Mentorship, UI Hiring, Research & Innovation, UI Architecture, UI Code Quality & Standards, Reusable Component Library, Web Performance, Grief Counselling, Make Things Happen, Key Performance Indicator (KPI), Collaboration.

#### Sr. UI Architect

May 2021 – December 2021

**Responsibilities:** Head of UI Practice, Engineering Leadership, Practice Resource Utilization & Revenue, Pre-Sales, Budgeting, Gatekeeping, Training & Mentorship, UI Hiring, Research & Innovation, UI Architecture, Code Design, Design Patterns, Problem Solving, UI Code Quality & Standards, Reusable Component Library, Web Performance, Collaboration.

#### UI Architect

September 2017 – April 2021

**Responsibilities:** UI Architecture, Code Design, Design Patterns, Problem Solving, UI Code Quality & Standards, Reusable Component Library,

Web Performance, Pre-Sales, Training & Mentorship, UI Hiring, Research & Innovation, Leadership, Team Management, Collaboration.

I have successfully navigated the challenges of multi-platform development, ensuring seamless user experiences across web and mobile.

## GLOBAL COLLABORATION:

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I have had the privilege of collaborating with diverse, global teams, embracing the richness of cross-cultural insights and perspectives. My ability to unite teams across geographical boundaries has been instrumental in delivering international UI solutions.

## INNOVATION AND THOUGHT LEADERSHIP

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My career has been defined by a commitment to innovation. I have been at the forefront of pioneering new UI development techniques and technologies. My contributions to thought leadership in the field have enabled me to drive forward-looking strategies for UI excellence.

## CLIENT SATISFACTION AND RECOGNITION

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Client satisfaction has been a cornerstone of my career. I take immense pride in building lasting client relationships, resulting in awards and recognitions for our commitment to quality, performance, and user satisfaction.

## MENTORSHIP AND TALENT DEVELOPMENT

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Guiding emerging UI talent is a responsibility I hold in high regard. I have nurtured the skills and careers of junior developers & fresh college grads., fostering a culture of continuous learning and growth within my teams.

## STRATEGIC VISION

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My leadership is grounded in a strategic vision for UI development, where the user experience is paramount. I'm dedicated to pushing boundaries, exploring emerging trends, and consistently delivering UI solutions that exceed expectations.

## PERSISTENT SYSTEMS LTD. (PUNE, INDIA)

### Technical Specialist UI

May 2016–August 2017

**Responsibilities:** UI Architecture, Code Quality & Standards, UI Training & Mentorship, Hiring, Research & Innovation.

## TSSS INFOTECH (HYDERABAD, INDIA)

### Manager UI

November 2012–April 2016

**Responsibilities:** Managing UI Dev. Team, UI Architecture, Code Quality & Standards, UI Training & Mentorship, Reusable, and extendible component library.

## TIMES INTERNET (NCR, INDIA)

### Manager Technology

May 2012–November 2012

**Responsibilities:** UI Architect and manager, Code Quality & Standards, UI Training & Mentorship, Hiring, Research & Innovation.

## SAPIENT (NCR, INDIA)

### Sr. Interactive Developer

January 2011–May 2012

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

## SERA SOLUTIONS (HYDERABAD)

### Sr. UI Engineer

October 2009–January 2011

**Responsibilities:** Cross-browser pages, Front-end optimization, Client communication, Code quality & review, Mentor team members, Front-end coding standards.

## VIRTUSA INDIA (HYDERABAD, INDIA)

### Sr. UI Engineer

March 2009–September 2009

**Responsibilities:** Cross-browser pages, Front-end optimization, Client communication, Code quality & review, Mentor team members, Front-end coding standards.

## TSSS INFOTECH (HYDERABAD, INDIA)

### Technical Producer

May 2007–February 2009

**Responsibilities:** Cross-browser pages, Front-end optimization, Client communication, Code quality & review, Mentor team members, Front-end coding standards.

## KRRISH HOLIDAYS (HYDERABAD, INDIA)

### Web Developer

July 2004–April 2007

## CHAMPIONING FUNDAMENTAL PRINCIPLES

I've an advocate for strong basics of Web protocols, technologies (HTML, CSS, JS), accessibility, DSA, best practices & principles, and performance.

### HOBBIES



Learning



Training

IoT & Home Automation

### TECHNICAL SKILLS

#### CORE TECHNOLOGIES

HTML, CSS, JAVASCRIPT, Web Components

#### CSS FRAMEWORKS

Bootstrap, Bulma, Foundation, Tailwind

#### WEB STANDARDS

W3C, WCAG 2.X, Responsive, PWA

#### IDEs

VS Code, Atom, IntelliJ

#### TEMPLATING

Handlebars, Jade, Pug

#### Methodologies & Tools

Scrum, JIRA

#### CSS PREPROCESSORS

LESS, SCSS

#### OOCSS & STYLE GUIDES

InuitCSS, SMACSS, MVCSS, BEM

#### VERSION CONTROL

GIT, Subversion

#### Package Manager

NPM, Yarn, Bower

#### FRONT END PERFORMANCE

Lighthouse, Perfbudget, Webpagetest, PageSpeed

#### JS FRAMEWORK

React, Vue, Ember, Backbone, Angular, Polymer, jQuery

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

## PROJECTS

### **BOSE** Bose Performance

19 months 19

Load and rendering time for a few product pages are concerning the customer. Overall Web Core Vital is looking bad. Bose wants TA team to analyze it and work on the performance of Bose.com.

2021

Also, they want to migrate to AEM 6.5 on Cloud. We are recreating the website in React based on atomic structure. Next.js via a Lambda function is performing SSR of components to deal with SEO - which is a crucial requirement for product pages.

Tech. Stack:



### **Equinix** Websites

19 months 16

Redesign and Redevelopment of Equinix websites for different countries. An AEM 6.5 based development including atomic design approach and Storybook for a large component library at front-end side.

2020 - 2021

Tech. Stack:



### **Glucerna** Store

03 months 06

Subscription based nutrition products from Abbott. Client runs a separate e-commerce website, they wanted to migrate the same way as Abbott Store and Similac Store.

2020

Tech. Stack:



### **Similac** Similac Store

04 months 06

Another e-Commerce website for Abbott to sell the Similac product range.

2020

Similac Store follows the same approach, technology stack. We helped Abbott migrating the existing website on the same path as AbbottStore.

Tech. Stack:



### JS PREPROCESSORS

TypeScript, Babel

### PROCESS AUTOMATION

Grunt, Gulp

### CODE QUALITY

JS Hint, ES Lint, TS Lint, SASS Lint, SonarQube

### BUILD TOOLS

Webpack, Parcel, Browserify, RequireJS

### AUTOMATED UNIT TESTING

Jest, Mocha, Karma, Jasmine, NYC (Istanbul)

### SERVER SIDE & BACK END

Node.JS, Sails.js, PHP, MongoDB, MySQL

## Abbott Store

10 months 14

2020

A migration project for this American multinational medical devices and health care company - to enhance the customers' commerce experience.

We migrated the existing non-CMS website to AEM + Magento as commerce platform. Some of the components were migrated to React.js

Tech. Stack:



## Fitbit AEM Build

11 months 16

2019

Migrated Fitbit large static site to AEM CMS. Fitbit wanted to migrate their world-wide customer facing website from existing static site to be a more dynamic and authorable website. In addition, they wanted to add more exciting features to expand their online customer base through this website.

Tech. Stack:



## BOSE Self-Service Portal

07 months 12

2019

Bose customers had only option to get the support through phone calls or emails. We developed and incorporated a self-service module, where Bose customers could search their product, check warranty, and order a replacement or service on their own via Bose's official website.

Tech. Stack:



## TowPlus Web App.

03 months 06

2019

This highly complex formula-based Cigarette and filter design software was earlier built using legacy technologies like VB, and Access. To get a new feature or formula updated - Celanese will require another version to release. We built a full-stack Web application to make their life easier.

Tech. Stack:



## TA Commerce Factory

09 months 08

2019

The project is TA Digital's own product. An e-commerce application suite using open-source technologies. A perfect combination of search engine, commerce platform, and CMS. Cutting edge technologies make it extendible and it can build and run an e-commerce application in no time.

Tech. Stack:



2019

### TA Email Builder

09 months 08

Different departments in TA, needed a tool to create and broadcast the emails. We developed an integrated solution to let them select the responsive email template, modify content, and broadcast the mails to the wider audience. Admin panel is feature rich to let them create/extend templates.

Tech. Stack:



2019

### TA TIPS: Point Calculator

04 months 06

An initiative from UI practice. The tool helps entire org. to make the appraisal to be measurable and transparent. It is linked to the Monthly Review and Performance Appraisal Systems and tracks employees' activities towards a set goal and auto-calculates the points against each activity.

Tech. Stack:



2019

### TA TARS 1.0

04 months 06

Target is to cut down the UI dev. efforts by 30-40%. We built a reusable component library. Developers can use the code for any CSS/JS framework and/or CMS In upcoming month AI will power it to - auto populate components required for a domain, auto estimate the projects etc.

Tech. Stack:



2019

### BOSE My Accounts

05 months 14

Had to boost up the Bose products sales via their own website. We implemented the user login feature. It was challenging to fit our module and wire it through their complex back-end system with multiple 3rd party tools and vendor in the place, and ultimately integrate it with the shopping cart.

Tech. Stack:



2019

### TA Estimation Tool

06 months 04

An integrated platform to perform all pre-sales activities. Pre-sales team can create the project and assign to different practice leads to get the estimation done. Resource loading, review, and approval - everything is part of it. Finally, team can generate the SoW or proposals as an artifact.

Tech. Stack:



2019

### TA Expense Tracker

03 months 04

A revamp of SharePoint based legacy expense reimbursement system. Employees and account department wanted a better looking and fast application instead. We utilized the JS based cutting edge full-stack technologies to build this blazing fast tool with additional features.

Tech. Stack:



## TA Monthly Review App

02 months 03

2018

A sort of log book. To maintain transparency with appraisal process, and to keep track of progress towards each employee's goal we built this tool. A manager can enter the details every month for their direct reports. Also, they can assign them with some action item if required.

Tech. Stack:



## BOSE DAM Implementation

05 months 14

2018

Implemented the Digital Asset Management system for Bose to help them easily maintain and manage their digital assets. We customized AEM DAM features to fit client's need. We also created a major challenging module - InDesign and Photoshop plugins using Web technologies, which lets their designers upload the set of assets via AWS bucket from within these Adobe applications with auto-linking features.

Tech. Stack:



## Tesla Service Web App

08 months 09

2017 - 2018

Tesla car owners can use this application to schedule/re-schedule/cancel a service appointment with the nearest service center. An automated diagnosis will take place and the report can be generated through this tool. Customers can select the car model, problem areas and nearest center.

Tech. Stack:



## Crawford RIMS Mobile Web

15 months 16

2016 - 2017

Dmitri is a Web application for risk management built in Adobe flex. Client wanted to extend the features of their existing legacy system, which is very complex and sophisticated in the nature, to utilize the mobile devices. We built the mobile web app. on their existing system and infrastructure.

Tech. Stack:



## EBATES Component Lib.

2015

The client has multiple websites, admin panels and apps, and they are very common in nature and functionalities. We created a library of common and re-usable components at both Java and UI level. So, different tenants (sites) can use the component and could also extend their features.

Tech. Stack:



## EBATES Universal Cart

2015

The client has multiple offers & coupons sites for different countries. That sums up thousands of merchants. USC allows customers to browse products from multiple merchants in one cart and check out in one fell swoop.

Tech. Stack:



2014-2015

## **EBATES** Ebates Travel

A dedicated site for travel related deals. This application usage 3<sup>rd</sup> party (TripAdvisor) API to fetch the destination details, allow users to search, sort, filter and proceed for a deal. Front-end part will hit and consume the API, renders results and related filters, and adds required functionality as a SPA. Implemented using jQuery.

Tech. Stack:



2014-2015

## **EBATES** Ebates Performance

Revamp of website from performance perspective. JS and CSS optimization and A/B testing to make sure pages load within standard time. Considering number of products, images etc. it was AKAMAI based caching. A gulp-based build process upgrade to make sure of versioning and cache busting.

Tech. Stack:



2013-2014

## **EBATES** Ebates Admin

Administration portal including a centralized dashboard for Ebates' all different websites/app. 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.

Tech. Stack:



2012

## **EBATES** Ebates Mobile Sites

Mobile web site for Ebates. A mobile site should have optimal code 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.

Tech. Stack:



2012

## **TIMES INTERNET 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.

Tech. Stack:



2012

## **TIMES INTERNET 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.

Tech. Stack:



### TIMES INTERNET ET Mobile

2012

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.

Tech. Stack:



### TIMES INTERNET EconomicTimes.com

2012

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.

Tech. Stack:



### TIMES INTERNET Gaana.com

2012

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.

Tech. Stack:



### Recipedia

2012

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.

Tech. Stack:



### TONI&GUY hairmeetwardrobe.com

2012

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.

Tech. Stack:



### Lux.com

2012

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.

Tech. Stack:



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.

Tech. Stack:



2011

**FairPoint 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.

Tech. Stack:



2011

**FairPoint 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.

Tech. Stack:



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

Tech. Stack:



2010

**spotzot SpotZot**

The first and only service in the era that systematically collects and organizes thousands of local merchandize, 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.

Tech. Stack:



## **CIVIO:** Civio Solution

2009

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.

Tech. Stack:



## Cisco

2009

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 in more than 80 languages. Intranet portals are built using an ExtJS based components library.

Tech. Stack:



## Ebates.com

2007 – 2009

Ebates is the pioneer and leader of online Cash Back Shopping. We at TSSS Infotech, we used to 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.

Tech. Stack:



## Krrish IMS

2004 – 2007

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.

Tech. Stack:



## krrishholidays admin

2004 – 2007

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.

Tech. Stack:



## krrishholidays.com

2004 – 2007

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.

Tech. Stack:

