Divya Murugan

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Objective

Certified Demandware(SFCC) Developer. To professionally associate myself with an esteemed organization, that provides an opportunity to contribute and upgrade my knowledge in the field of Software Development and strive hard for organizational and personal growth.

Work Experience

➢ Having 3+ years of experience in E-Commerce Platform as SFCC (Demandware) developer in developing end to end applications.

➢ Worked for PFSweb Pvt.Ltd as a Software Engineer from March 2016 to Aug 2019.

➢ Working for GAVS Technologies as a Software Engineer from Sep 2019 to till date.

Professional Summary

➢ Strong knowledge in Demandware foundational concepts of Site Genesis like setting up UX Studio, Pipelines, Pipelets, Controllers, ISML templates, Scripts, Content Assets / Slots, promotions, data & code replications and catalog data management including price books and inventory.

➢ Have experience on implementing custom codes in exporting **Order XML , Customer XML file.**

➢ Experience on exporting **product and catalog feed** to Google, Bazaar voice SFTP location and **importing price books** & **inventory files** from the SFTP location and updating it in SFCC.

➢ Have strong development knowledge on AJAX, JQUERY, XML, and JSON.

➢ Experience on customizing refinement section, Category pages, Product detail page (PDP), search page, Cart and Checkout pages. Also customizations of **order history** and its **payment details** of the guest and registered customers.

➢ Experience on grooming team members, freshers and supporting peer in critical situations.

➢ Good Knowledge on handling calls with clients and BA to get business requirements.

➢ Have an experience of working on multiple cross projects.

➢ Strong understanding of Demandware(Salesforce Commerce Cloud) foundational concepts and hands-on experience with Site Genesis, ISMLs, Business Manager, and link cartridge integrations ➢ Good knowledge of Service Framework, Integration Framework & BM Modules.

➢ Experience in design and development of third party (backend) integration.

- Strong debugging and problem-solving skill with an excellent understanding of system development methodologies, techniques, and tools.
- Have experience on implementing some dynamic code in the SFRA.

- **Experience on implementing third party integrations:**
  - ❖ Implemented **Cybersource** secureacceptance, tokenization, authorization.
  - ❖ Implemented order history and details using the **AX service .**
  - ❖ Implemented SOAP service for **Customerlookup , CustomerProfile.**
  - ❖ Implemented REST service for **Product Review**
  - ❖ Implemented SOAP,REST service for SFMC Integration.

- **Experience on Custom Coded integrations/implementations:**
  - ❖ Implemented **GTM** tags (DataLayer) to track the product and order details.
  - ❖ Implemented **PredictiveIntelligent (PI)** to get the recommendation products in pdp page and job related to catalog feed**.**
  - ❖ Implemented the **BOPIS** (Pickup in store) throughout the site.
  - ❖ Implemented the customer details csv file with email attachement.
  - ❖ Implemented the QuickOrder functionality.

Technical Skills

E-Commerce tool	: Demandware
Programming Languages	: Java/J2EE, ISML, Digital Scripts, Pipelines and Controllers.
Operating System	: Windows
Web technology	: HTML, CSS, jQuery, JavaScript, JSON and XML.
Tools/IDE	: Eclipse
Build tool	: Jenkins
Training	: SFRA (Got training in SFRA Technology)

Professional Projects

1. **Teavana**:
   - **Client:** Teavana
   - **Description:** Teavana is famous for coffee, with tea categories such as: white, black,green flavored & scented green, "blooming" white, black, flavored & scented black, oolong etc. We worked on Support project. Having the US and Canada site
   - **Team size**: 5 members

- **Role**: Developer

- **Responsibilities**:
    1) Understanding the client's requirement and implementing the same. Also worked on some customization functionalities
    2) Analysed the new requirements and provided estimates and workable solutions.

2. **Sally Beauty**:
    - **Project:** www.sallybeauty.com
    - **Client:** Sally Beauty
    - **Description:** Sallybeauty is the world's largest retailer of salon-quality hair color, hair care, nails, beauty and salon. In 2017 worked on Cybersource Tokenization and Secure acceptance later worked on Support project.
    - **Team size**: 6 members
    - **Role**: Developer
    - **Responsibilities**:
        1) Worked as a backend developer and delivered the project requirements on time. 2) Followed all the SFCC coding standards while implementing custom business logic for Cybersource Tokenization job reviewed the peer code.
        3) Analysed the new requirements and provided estimates and workable solutions.
        4) Handled all the content management prior to production push.
        5) Handled the scrum meeting and client calls.

3. **Cosmoprof**:
    - **Project:** www. cosmoprofbeauty.com
    - **Client:** Cosmoprof
    - **Description:** Cosmoprof is a series of beauty and cosmetics trade shows that occur in locations around the world. Cosmoprof having so many portals, having US and Canada site.
        - **Team size**: 4 members
    - **Role**: Developer
    - **Responsibilities**:
        1) Worked as a backend developer and delivered the project requirements on time.
        2) Analysed the new requirements and provided estimates and workable solutions.
        3) Worked on the tickets which client have create and internal defects.

4. **Gymboree**:

- **Project:** www.gymboree.com
- **Client:** Gymboree
- **Description:** Gymboree is the kids clothing celebrates the joy of childhood. Shop our wide selection of high quality baby clothes, toddler clothing and kids apparel. Having the kids,baby cloths.
- **Team size**: 6 members
- **Role**: Developer
- **Responsibilities**:
  1) Analyzed the new requirements and provided estimates and workable solutions.
  2) Assigning the tasks to team members. Once task done, reviewing the same.
  3) Code review, Code merge, Triggering build, Code replication and making the code available for testing.
  4) Developed some customization functionalities.

5. **Duluth**:

- **Project:** www. duluthtrading.com
- **Client:** Duluthtrading
- **Description:** Duluth is a Shop men's and women's clothing, accessories and outdoor gear site.
- **Team size**: 6 members
- **Role**: Developer
- **Responsibilities**:
  1) Analyzed the new requirements and provided estimates and workable solutions 2) Developed some major customization functionalities.
   3) Understanding the client's requirement and implementing the same.

6. **RockyBrands**:

- **Client:** Rockybrands
- **Description:** Rocky Shoes & Boots, Inc., designs, develops, manufactures and markets outdoor, work, western and military footwear, and other outdoor and work apparel and accessories
- **Team size**: 6 members
- **Role**: Developer
- **Responsibilities**:
  1) Developed a Rest service for product review in pdp page .
  2) Understanding the client's requirement and implementing the same.

7. **Burtsbees**:

- **Client:** Burtsbees

- **Description:** Burt's Bees is have moisturizing Lip Balm nourishes and makes your lops feel ,lip care, skin cares**.**
- **Team size**: 6 members
- **Role**: Developer
- **Responsibilities**:
    1) Understanding the client's requirement and implementing the same.
    2) Taking care of production push.

Educational Details

- ❖ **B.E (CSE)**, from SMCET, Sivaganga, Tamilnadu
- ❖ **HSC**, from Yadava matriculation school, Madurai, Tamilnadu
- ❖ **SSC**, from K.A.C.A Arunachallam school, Madurai, Tamilnadu

Certification

- ❖ Salesforce B2C Commerce Devloper Certification on 2019.

Personal Details

Date of Birth : 10/November /1992

Father name : Murugan

Languages   : English and Tamil

Date:

Place: (Divya Murugan)