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**Arvind K. Ojha**

Highlights

**SFMC (Exacttarget)**  
• Journey Buider / Automation  
• Data Extension/ List  
• Email Studio  
• Administration   
• Landing Pages

**UX Research Skills**  
• Contextual Inquiry  
• Focus Groups   
• Competitive Analysis   
• Personas & Scenarios   
• Ax/Usability Testing

**Frontend Technologies**  
• HTML5/CSS/JavaScript  
• jQuery  
• React/Redux  
• BootStrap/LESS/SASS  
• WebPack/Grunt/Node

**Others**  
• WordPress (Themes/Plugin)  
• GIT  
• AWS/Azure Basics   
• PHP and MySQL Basic  
• Anaytics tool

**Design Tool/Skills**  
• Visual Design   
• Adobe Photoshop  
• Adobe XD  
• Adobe Dreamweaver  
• Wireframes/ Prototypes

**Project Management**  
• Certified Scrum Master  
• Leading 10+ person team  
• Budgeting/Estimation  
• RFPs  
• JITA

Professional Summary

* **12 years of Software development experience with good exposure towards global products and project developments, architecture and application migration in multi-culture environment** which includes **3+ years of Extensive experience as a Manager**.
* Extensive experience in developing web pages using **HTML/HTML5, XML, DHTML CSS/CSS3, SASS, LESS, JavaScript, React, Angular JS (1.X), JSON, Node.js, Bootstrap, PHP and WordPress**.
* Experience in all phase of SDLC like Requirement Analysis, Implementation and Maintenance, and **extensive experience with Agile and SCRUM**.
* Organize tasks that are part of the overarching architecture, track dependencies across components, and provide clear direction via task allocation, feedback and code reviews
* Delivery focus approach **Collaborate with information architects, UX designers and developers, project managers, architects, business analysts, and account managers**.
* **Estimate efforts, create project plans, participate in cost, and scope estimations;** Assist in the development of proposals for implementation and design of front-end solutions
* Extensive knowledge in developing single - page applications (SPAs).
* Good experience on customizing CSS frameworks like Bootstrap and Foundation using CSS pre-processors LESS or SASS and Compass.
* Good understanding of **WCAG and ADA**.
* Good Experiece in the **Wordpress Theme development** from Scrath.
* Good understanding of various **popular wordpress plugins** like **WooCommerce,** Gravity form, Advance Custom Fields, WP Role Editors, Page Builders(Visual Composer, Elemental, Cornerstone), W3total cache, WP Rocket, etc.
* Demonstrated expertise with usability testing, contextual inquiry, heuristic evaluation, card sorting, and survey design.
* Experienced in **React JS and working with React Flux architecture**.
* Experienced in working with Redux architecture using complex Object-Oriented concepts in improving the performance of the websites.
* Experience in Node environment using Webpack, NPM, Grunt, Gulp, Groovy Bower.
* Expertise in managing content and template in WordPress and Drupal. WordPress Theme and Plugin Customization.
* Expertise in **Salesforce Marketing Cloud** including Automation and Journey builder.
* Good working knowledge of **media formats, codecs, and transcoding**.
* Experience in various analytics tool like **Google Analytics, ComScore and Adobe Omniture**.
* Experience with front-end development with back-end system integration.
* Proficient in using Unit.js testing framework along with Jasmine, Karma, Protractor, Mocha test runners
* Experience in Version Control tools like GIT, SVN and Clear-Case for Source Code version management.
* Managing a team of 10 + resources. Plan, manage, document and evaluate staff performance. Ensure continued technical and professional development of staff and provide ongoing technical guidance and direction
* Experience on Onsite Working and direct working experience with client.

Skill Highlights

* **Web Technologies:** HTML, HTML5, CSS3, SASS, XHTML, XML, JavaScript, AJAX, jQuery, WordPress, JSON, Twitter Bootstrap, React JS, Angular JS 1.x, WebRTC, Express JS, Node.js
* **Development tools:** Web Strom, Bonita, Sublime, Dreamweaver, and Notepad++.
* **Debugging tools:** Firebug, Bugzilla, Chrome Developer Tools, IntelliJ.
* **Frameworks:** React JS, Angular JS (1.x), Node JS.
* **Methodologies:** Agile, Water fall
* **Design Tool:** Adobe Photoshop CC, Adobe XD and Illustrator
* **Marketing tool:** Salesforce Marketing Cloud
* **CMS:** WordPress theme and plugin development/customization and content management
* **Testing:** Usability and accessibility **(WCAG and ADA)**
* **Version Control:** GitHub, Gitlab

Employment History

**Solution Manager** - 09/2008 to Present

**HCL Technologies**, Noida

Education

- **BIT (Bachelor of Information Technology)** from IGNOU, New Delhi in 2004, with 63.7%

- **HND BTEC (Computing and Multimedia)** from Edexcel Foundation, UK in 2003 with 64.2%

- 12th from Bihar Board in 2000 with 66.4%.

- 10th from Bihar Board in 1998 with 60.1%

Projects

**Watch Stadium (OTT Platform)**

**Role:** Solution Manager / Technical Architect

**Responsibility:** Develop contingent project plans, performing cost analysis, as well as organizing task, deliverables and managing the multiskilling team members. Work very closely with Application and management team. Work on the Solutions, estimations and timelines for the new customers of the UCAST.

**Duration –** May 2018 – Present

**Duetsche Asset Management (Now DWS)**

**Role:** Marketing Cloud Consultant

**Responsibility:** Managing various digital campaign including microsite and email.

**Duration –** June 2014 – May 2018

**Reader’s Digest (Now TMB)**

**Role:** Sr. Developer

**Responsibility:** Development and Managing various Reader’s Digest and 40+ flagship websites.

**Duration –** October 2008 – June 2014

Certifications

  
Certified Scrum Master from Scrum Alliance [CERTIFICATE](http://www.scrumalliance.org/community/profile/aojha3)

Personal Profile

**Father's Name:** Dr. Nirmal Kumar Ojha

**Mother's Name:** Mrs. Anjula Ojha

**Date of Birth:** 03/10/1983

**Nationality:** Indian

**Marital status:** Married

**Languages Known:** English, Hindi

**Passport:** Yes