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## CAREER HIGHLIGHTS

- ✓ 14 years of experience in analysis, design, development, support and implementation of Object Oriented, Client/Server, Ecommerce /Web Applications.
- ✓ Extensive experience in working with various Web Applications with the help of J2EE framework like Spring Core, Spring MVC, Spring 3.0 Annotations, Spring AOP, Spring Web Services, Spring Batch Framework, Spring security, Hibernate, **SFCC(B2C)**, **ATG** ecommerce, **AEM(CQ)** etc.
- ✓ **Over 10 years of Expertise in Architecting and developing ecommerce applications using ATG, SFCC (B2C/B2B).**
- ✓ **Expertise in Demandware business manager, page designer, Einstein, Configuring & creating preferences, promotions and Job schedulers, Workflows, Replications, Importing & exporting, search , OCAPIs, SCAPIs , product and catalogs creation and maintenance.**
- ✓ Strong knowledge in **custom built SFCC** solutions concerning product catalogs, custom billing and shipping, Product Reviews/Recommendations with the use of Active Data Types, site cache'ing optimization, error log resolution initiatives, Community Suite integration, and third-party integration experience
- ✓ Good knowledge in Demandware Architecture and overall scoping of integration Architecture.
- ✓ Good expertise in discovery and gap analysis. Well versed with SFCC – SRA process for new projects.
- ✓ Expertise in integration **SFCC with various Salesforce clouds like Service cloud, sales cloud, marketing cloud and integrations with mulesoft.**
- ✓ Expertise in setting up new environments for SFCC and also Jenkins build process.
- ✓ Good knowledge of Integration Framework and custom Business Manager Modules.
- ✓ Experience in developing applications using **AJAX, Bootstrap, JQUERY, Angular**, XML and CSS.
- ✓ **Strong understanding of Demandware foundational concepts and hands on experience with SiteGenesis, ISMLs, Business Manager and link cartridge integrations.**
- ✓ **Experience in creating, designing and developing controllers, pipelines, pipelets, demandware scripts and demandware BM configuration.**
- ✓ **Good working knowledge in integrating LINK cartridges with applications(AEM-DW connector, olapic ,Paypal, Edgecase , Channel Advisor, Omniture, Google Analytics, bizstock,**

CyberSource,baazaar voice,Loyalty Labs etc...).

- ✓ Played role of integrator for 3<sup>rd</sup> party system integrations.
- ✓ Implement best practices, features, performance, scalability and enhancement using **Demandware** Framework.
- ✓ Good knowledge of web development application frameworks including HTML/DHTML, Servlets, JSPs, EJBs, CSS, AJAX, JavaScript, JDBC, WSAD, JUnit and Databases.
- ✓ Knowledge in RDBMS design and programming with JDBC on Oracle 11g, DB2, SQLServer, MySQL – writing SQL, PL/SQL Stored Procedure, Functions, views, creating Indexes.
- ✓ Experience with Web Service Development (SOAP, REST-Ful, WSDL) in SOA/distributed environments.
- ✓ Implemented various J2EE design patterns like MVC, Data Access Object (DAO), Factory, Singleton, Data Transfer Object (DTO), Session Façade, Front Controller, View Helper and Business Delegate.
- ✓ Overview of SDLC from the Requirement Gathering stage to the Deployment stage through the support stage for different projects.
- ✓ Good with Agile Methodology (SCRUM), Waterfall, Test Driven Development methods. Wide exposure in Version Management Tools such as SVN, ClearCase, VSS, CVS and Defect Tracking tools such as Jira, Mantis, HP Quality Center.
- ✓ Experience in collaborating with Business Users, Business Analysts, Project Managers, Solution Architects, Quality Assurance Analysts on teams on various project tasks.
- ✓ Having good knowledge in front end technologies like JQuery, Java script, ajax, CSS, Bootstrap.
- ✓ Handling CI/CD activities , Azure Devops, Jenkins etc.
- ✓ Excellent Communication skills and quick learner with strong analytic and programming skills. Highly motivated and proactive team player who believes in giving the best of efforts in challenging environments.

## **SKILL SET**

Programming Languages : Java, J2EE, JDK 1.4/1.5/1.6/1/7, C, Shell scripting, Batch

J2EE Technologies : Servlet,JSP,JDBC,EJB,RESTful Webservice, WSDL,JMS,Threads

FrameWorks : Demandware, ATG, Hybris, Spring, Hibernate, AEM

Testing Frameworks : JUnit, Mockito

Code Coverage: EcEmma, Sonar Logging Frameworks: Log4J,SLF4J Automation Framework: Selenium

Web Technologies : HTML, JSP, Javascript(JS), CSS, Angular XML Technologies : XML, DOM, XSLT,SOAP,XSD,JAXB

Application/Web Servers : Weblogic , Apache Tomcat, Websphere, JBOSS

Build tools : ANT, Maven

Database : Oracle, MySQL, Postgresql

Load Testing : JMeter

Source Control: Subversion, GIT

Code Review : Crucible

IDE Tools : Eclipse, IBM ClearCase, Tortoise SVN, Toad

Tools : IcePDF, iText, Notepad++

Operating systems : Windows, UNIX, LINUX CMS : Drupal, Joomla, CQ (AEM 5.5)

Process : Requirement Elicitation, Analysis and Design, Tracking, Resource Management

## **Projects Handled**

**ONX Digital, CA**

**April 2019 - current**

**SFCC Architect / Lead Developer**

### **Responsibilities:**

- Responsible for e-commerce architecture and technical specifications.
- Worked on base setup for SFRA, custom cartridges, link cartridges.
- Worked with SFDC / OMS teams for integrations.
- Writing code to implement custom functionalities.
- Customizing the storefront, feeds, order exports etc.
- Integrated with 3<sup>rd</sup> party cartridges.
- Jenkins setup for SFRA.

**Technologies/Environment** : SFCC (SFRA), Eclipse, Webservices , OROMS, SFDC, Jenkins, GIT.

**Yeti, TX**

**May 2018 – April 2019**

**Sr Demandware Consultant**

### **Responsibilities:**

- Integrated customizer to create custom prints on the cups.
- Create custom demandware integration cartridges.
- Worked on integration of SFCC and Netsuite websites.
- Using OCAPI Services for system integration.
- Integrating with SAP, SFDC.
- Data Migration from legacy systems.
- Using caching to improve site performance.
- Worked on checkout functionality for anonymous and logged in customer.
- Integrating 3<sup>rd</sup> party services for various functionalities.
- Using caching to improve site performance.
- Working on POC for SFRA transition and spinning new region specific websites on SFRA.

**Technologies/Environment** : SFCC (SFRA, Controllers, ISML), Eclipse, Webservices , SAP, SFDC, Netsuite, GIT.

**Newell Brands, GA**

**July 2017 – April 2018**

**Sr Demandware Consultant**

**Responsibilities:**

- Worked on Architecture of new green field projects in Newell.
- Worked on brand new implementation of DW website.
- Involved in requirements design.
- Converting requirements into DW tech specs.
- Doing integrations with third party services for CRM, Payment, Inventory, Fulfilment, Emails etc.
- POD Migration.
- Used service framework to all 3<sup>rd</sup> party integrations.
- Successfully rolled out the site to production.
- Involved in SITE performance, enhancements.
- Handling post production support.

**Technologies/Frameworks** : SFCC (Controllers,ISML),Eclipse,Webservices ,GIT.

**Scholastic, NY**

**July 2016 – Jun 2017**

**Sr Demandware Consultant**

**Responsibilities:**

- Creating new **controllers** and customizing existing ones for catering the business requirements of client.
- **Migration** of existing ecommerce system (WCS) to Demandware.
- Integrated vertex API for tax calculations.
- Customized shipping module, to calculate shipping costs at order level and line level.
- Integrating **Demandware** and **AEM (CQ)** which gives more flexibility to manage content for business user.
- Site Preferences, custom objects/attributes creation, creating new services using service framework, scheduling jobs etc.
- Working on custom single page checkout.

- Writing unit test cases using TDD.
- Creating custom logic related to PDP, Cart, Shipping, Promotions and Checkout process.
- Created slots and configured them. Worked on resource bundles, Webservices, import and export functionalities.

**Technologies/Frameworks** : Demandware ,AEM ,Angular ,GIT ,TDD , Eclipse , SOAP ,Javascript

**Country Outfitter AR**

**Aug 2015 – June 2016**

**Demandware Consultant**

**Responsibilities:**

- Implementation of wrapper functionality for personalized products.
- Implemented **BOPIS**(Buy online Pickup in store) and **STS**(ship to store) as delivery options.
- Worked on responsive website designing using bootstrap.
- Giving builds, replicating code and data to development and staging environments.
- Implementation of flows like new purchase, renew, membership upgrades and cancellations, additional purchases.
- Integrated 3<sup>rd</sup> party LINK cartridges, using service framework
- Custom attributes for system object, creating custom objects, custom site preferences using business manager.
- Design and develop pipelines, pipelets , content assets, content slots, custom objects, custom attributes, using decorator templates.
- Work with cross-functional teams to develop new processes and improve existing processes for improving communication and efficiency.
- Building workflows using integration framework.

**Technologies / Frameworks:** Demandware, Bootstrap, GIT, Webservices , JQuery

**ColeHann Shoes      NH**

**Sept 2014 – Jul 2015**

**Demandware Consultant**

**Responsibilities:**

- Developed high quality code solutions utilizing the Demandware ecommerce platform, including Demandware Script, ISML Templates, pipelines, HTML, CSS, JavaScript, jQuery, and Ajax.
- Implemented single page checkout.
- Developed Cartridge to manage order history with REST Full service.
- Campaign creation through **Demandware Business Manager, custom objects, content assets, content slots, product data management, catalog and campaign category setup.**
- Analysis, Design, Estimation, Development, bug fixing testing & Integration of Key Components of ECommerce sites using Demandware platform.
- Creating content pages in demandware.
- Creating promotions at various levels like order, shipping, product etc.
- Integrating third party cartridges into application.
- Involved in a team to build fully functioning ecommerce sites on desktop, tablet and mobile devices using **object-oriented and responsive design techniques.**
- Giving builds, replicating code and data to development and staging environments.

**Technologies / Frameworks:** Demandware, SVN, REST, Angular

**Finish Line      CO**

**Jun 2013 – Aug 2014**

**Demandware Developer**

Worked as demandware developer for Finish Line.

**Responsibilities**

- Requirements Gathering and Understanding.
- Various site configurations and maintenance using **Business Manager.**
- **Customization of OOTB demandware UI and functionality.**
- Implemented sale cycle for user abandoned orders by customers.
- Developed Demandware cartridge for integrations.
- Integrate different third party solutions such as Cybersource , motionpoint , paypay and more.

- Implementing new functionality and fixing bugs.
- Developing emails and marketing campaigns.
- Worked on workflows, integrations and serviceframework.
- Worked on multicurrency and localization.
- Developed new jobs (custom schedulers) to process orders, emails, fraud detection etc.
- Implemented **responsive** website design using HTML5/CSS3, jQuery.
- Responsible for issuing the release document and helping the team at client side in deployment processes.
- Design and support best practices, features, performance, scalability and enhancement using Demandware Framework.
- Creating new pipelines and modifying existing ones to align with business needs.

**Technologies / Frameworks:** Demandware, JQuery, CSS, Webservices, GIT

**TOMS**

**CA**

**Mar 2012 – May 2013**

**ATG Ecommerce Developer**

<http://www.toms.com>

Provided consulting services for TOMS shoes for ATG Implementation.

**Responsibilities:**

- Drive the design of solutions for company's business that are scalable, maintainable, and reliable. Proactively identify and evaluate emerging technologies and tools.
- Customizing out of box ATG Component according to the business needs
- Implementation of Endeca search and Experience manager.
- Involved in Database base design and modeling.
- Fixing high level and critical bugs in the application.
- Developing form handler objects which interacts with Intra and CSR based application.
- Proficient in ATG Ecommerce products and out of box implementations.

**Environment:** Java, ATG, GIT, Maven, Oracle 9i & 10g, Linux Environment.



**ATG Ecommerce Developer**

**<http://www.americanapparel.net>**

American Apparel is a company based in Los Angeles, is a pioneer in B2B distance selling, operating in over 20 countries having business. This company sells products over retail outlets and online.

The development of a new Web 2.0 enabled B2B eCommerce web store leveraging WebSphere Commerce platform was driven business objective of providing better user experience, improved product findability and feature rich content. This application integrates with multiple ERP systems providing efficient back-end integration, significantly increasing performance and providing better security control. The solution would be deployed for 20 online stores , supporting 10 currencies .The solution developed covered functional areas such as Contract Management, Member Management, Catalog and Product Management, RFQ, Shopping list maintenance, Marketing Campaigns, Order Management, e-Procurement etc.

**Responsibilities**

- Setting up ATG environment in linux development boxes and developer (windows and mac) machines.
- Writing web services in order to interact with third party SVS components.
- Using ACC and BCC for content personalization, merchandizing etc.
- ATG Ecommerce modules and out of box implementations.
- Integrations of thirdparty components like crowdtwist, curebit with ATG.
- Creating a high-level architecture document and development of critical components.
- Developing form handler objects which interacts with Intra and CSR based application.

**Environment: Java, ATG (9.4) ,ATG B2B Commerce, ATG B2C Commerce, Catalog, Droplets, Repositories, form handlers, DSP/DSPeL tab library, Servlets, HTML, JavaScript, Weblogic, Sub Version, SQL server, Oracle 9i &10g, Linux Environment Project**

**Software Developer**

Worked on various projects in banking domain, telecom and retail industry. Developing Web services, auto resolving applications, Web Applications involving complex workflows.

**Responsibilities**

- Product and Web Application Development using Core Java, J2ee, Spring, Struts, Hibernate etc.
- Monitoring & Enhancing performance of applications.
- Identifying code optimizations opportunities.
- Analyzed, Designed and developed components for the business logic .
- Involved in the design and development of the user interfaces and database.
- Develop JSP pages that use Java beans for server side and backend processing.
- Developed JSP, Tiles, Struts and JSTL tags, stateless session beans.
- Created ANT Scripts for Packaging Files to create EAR from CVS.
- Developed Stored Procedures for data retrieval and reporting.
- Responsible for providing deployment Packet for Integration and Production.
- Carried out Technical reviews of enhancements.
- Responsible of any post deployment issue analysis.
- Involved in Production support activities.

**Technologies/Frameworks** : Core Java, J2EE, JSP, Servlets, Web Services, Hibernate, Springs, JavaScript, HTML, Eclipse, Toad, Putty, SOAP UI, SQL Developer, Junit, jMeter, JProfiler, Maven, SVN, FTP, SSH.