Deepak Kumar Vellingiri

Senior Javascript Web Developer

Bangalore,   **M:** (+91) 8667551778
India - 560068   **E:** ask@dkvellin.com

PROFILE

Creative and dependable Interactive Web & JavaScript Developer with over 7+ years of experience in building rich, interactive and ultra-responsive websites. **Comprehensive understanding of UX Design & Interactions, Database** connectivity and its functions. I enjoy the challenge of bringing websites onto the first page of Google and keep myself up-to-date with latest web technologies.

Hands on experience in creating, extending and customizing JavaScript modules, WordPress themes and plugins. I have a strong eye for detail, hard and smart worker, and flexible meeting the high demands of the company.

SELECTED ACCOMPLISHMENTS

- Aided English Couture Company to sell more products online using intuitive interface and responsive web design thereby facilitating the client's goal of becoming a full time online store from being a physical store in Leicester, United Kingdom.
- Created a fully functional & responsive website from scratch in less than 15 hours – Developing your Potential Recruitment.
- Increased the GTmetrix Page Speed score of Eventologists from 58% to 93%
- SEO – Achieving page 1 on Google for several keywords/clients
  - 'Basic literacy test' - Developing your Potential Recruitment.
  - 'Couture company in Leicester' - English Couture Company
- Worked with over 100+ websites created using CMS' such as WordPress, Magento, Opencart, Joomla, Drupal and Modx.
- Introduced new methods on "WordPress hardening" to enhance the security.
- Managed 4 Reseller cPanel accounts simultaneously and have created over 60 new accounts in them and assigned the right packages and DNS settings.
- Elevated to **Senior Level Developer** within 1 year of working in Insight.
- Trained new Developers on front-end frameworks and Ultimatum.

EDUCATION

2013 – 2014   **University of Leicester**
                    MSc Web Applications and Services (Merit in Project)

2008 - 2012   **Anna University, Chennai, India**
                    BE Computer Science and Engineering (Distinction in Project)

2007 - 2008   **St. Joseph's Boys Higher Secondary School, Coonoor, India**
                    Higher Secondary School Certificate (First Class)

2005 - 2006   **St. Joseph's Boys Higher Secondary School, Coonoor, India**
                    Secondary School Leaving Certificate (First Class)

CAREER HISTORY

Oct 2016 - Present	**Sapient – Bangalore, India**
	Senior Javascript Developer
	- Assisted in the creation of a set of Stateless React UI Components which could be reused across various projects - Fusion. - Assisted in Developing App Exchange – Which involved using React in the frontend for displaying information about the modules within Sapient.
Nov 2013 – Oct 2016	**Insight Consultancy – Leicester, UK**
	*Senior Web & WordPress Developer	SEO Specialist*
	- Lead a team of Junior Developers and managed projects. - Created a set of Development Standards, Guidelines, Checklists and Procedures. - Involved in creating Internal Applications using JavaScript, Angular & Node. - Created interactions from scratch using wireframes for the UI, and parameters from client for the functionality. - Liaised with the client directly to discuss technical specifications and provide suggestions. - Optimize the websites to perform better and load faster. - Quality checks the websites to meet its International standards. - Browser & Device test the websites to make it responsive and load well within all desktop, tablet and mobile browsers. - SEO monetize the websites and provide statistical reports. - Maintain cPanel accounts and DNS settings - Followed Agile development and consistently delivered new features on time during sprints
Mar 2013 – Oct 2014*	**Ohana Fashions – Leicester, UK**
	Website Developer & Administrator
	- Developer and administrator for the ecommerce website. - Have managed online orders and delivery with statistical reports. - Have created responsive design with Search Engine Optimization to make the site rank better in search engines. - Proof reading web documents and copy typing. - Increased visitor rate by 16% and online sales by 9% per month.
Aug 2012 – Sep 2013*	**Kavya Silks & Sarees – Leicester, UK**
	SEO Specialist and Web Developer
	- Developed an Ecommerce site on Opencart following the Branding guidelines of the company. - Responsible for the maintenance, updates and modification of the site and its products. - Testing and maintenance of the website with SEO targeted keywords
Aug 2011 – Mar 2012*	**Hogan's Alley Café – Vancouver**
	Web Developer and Administrator

	- Developed the design of the WordPress website with hosting and domain support. - Took care of SEO to increase the landing sales and to pull in targeted customers. - Upload and updated the latest menu onto the website. - Write Blogs providing based on the industry. - Increased visitors rate by 68.79%.
Apr 2009 – Mar 2011*	**<u>Freelance – International</u>** - Creation of Logos and Photoshop Mockup based on the Branding guidelines. - Designed and developed ultra-responsive websites. - Worked on converting HTML, Photoshop mockups to WordPress websites. - Installation, Setup and Configuration of CMS like WordPress, Opencart and Magento.

[*-Part Time]

RECENT PORTFOLIO

WORDPRESS NON E-COMMERCE

http://insightconsultancy.co.uk/	http://beezer.co.uk/	http://www.developingyourpotentialrec.org/
http://icaht.co.uk/	http://www.mazevents.com/	http://gask-it.co.uk/
http://conceptlaw.co.uk/	http://lapg.co.uk/	

WORDPRESS E-COMMERCE (WOOCOMMERCE)

http://englishcouture.co.uk/	http://www.yourvehicleforbusinesssuccess.co.uk/

WORDPRESS MULTILINGUAL (WPML)

http://clean-drive.co.uk/	http://daiss2-project.eu/

MAGENTO

http://www.crowndiamonds.co.uk/	http://hothanger.com/

OPENCART

http://cordsandbraids.co.uk/	http://dinainternational.co.uk/

WEBSITE DEVELOPMENT SKILLS

REQUIREMENTS GATHERING AND CONFIGURATION

- Liaise directly with the client, gather requirements and provide suggestions.
- Design Wireframe for the website based on UX Research.
- Setup Domain Name and its Hosting Server either on cPanel or Plesk.
- Create a new account using WHM and assign right package based on client and create the required email accounts.

- Manually or automatically install and create the CMS and its database either online or on Local host.

WEBSITE DEVELOPMENT & STYLING

- Breakdown the project into Layout development and Stylizing.
- Develop the Layout by creating a custom theme using Ultimatum Framework.
- Add the custom functionality by adding or creating the required plugins.
- Stylize the website using CSS3 and match the visual mockup
- Add content with proper tags and keywords keeping SEO in mind

QUALITY CHECK & WEBSITE DEPLOYMENT

- Make sure there are no errors in the Browser Console.
- Browser Test the websites using Browser stack to make it responsive and load well on all Desktop browsers and devices.
- Optimize the websites and increase the Page speed core by using the GTmetrix and Google Page Speed Insights.
- Cross check website with the Quality Guidelines of the Company
- Create Google Analytics and Webmasters and add it to the site to continuously monitor and improve the site's performance.
- Deploy the website by pointing the right DNS or pulling the site out of maintenance.

IT SKILLS

Operating Systems	Mac OSX Sierra and lower, Microsoft Windows 10 and lower and Linux.
Frameworks	React JS, Angular JS, Bootstrap, RWD, SAAS
Programming Languages	JavaScript, JQuery, Ajax, JSON, HTML5, CSS3, API, GIT
Build Tools & Runtime	Webpack & Node JS
Hosting & Database	DNS Management, WHM, cPanel, Plesk & MySQL
Content Management System	WordPress, Joomla and Drupal
E-Commerce CMS	Magento & Opencart
Blogs	WordPress and BlogSpot
Web Designing tools	Dreamweaver, Photoshop, GIMP and Flash
Google Ads Tools	adsense, adwords
Browser test Tools	Browserstack
Wireframe Tools	Balsamiq
Analytics Tools	Google Analytics and Google Webmasters
SEO Tools	Open site Explorer, SME Rush

SEO Skills	On page & off page optimization, Link Building
Page Speed Tool	GTmetrix Page Speed Tool, Google Page Speed Insights and Pingdom
Project Management	Basecamp, Asana and Trello
Typing Speed	75 words per minute

PROJECT EXPERIENCE

MSc Project – Creating a Wordpress Theme with Custom Editor (Obtained a Merit)

A custom Wordpress theme was created using PHP5, HTML5, CSS3, Jquery and Javascript. The theme included the functionality of Shortcodes and a Page Constructor which would enable non-techy users to add content to the website in an efficient way.

BE Project – A new approach for Mouse Dynamics with User Login (Obtained a Distinction)

A custom login area was created for Windows users. The user had to create a Signature or a pattern using the mouse. The software analyses the dynamics of the user's signature or pattern from different variations and patterns and allows the user to login if the patterns match.

AWARDS

2012	▪ First Prize for Paper Presentation on "A New Approach for User Login with Mouse Dynamics"
2011	▪ C+(Very advanced) - ESOL Exams (BULLATS-Cambridge University)

RESPONSIBILITIES HELD

2010	▪ Course Representative of MSc Computer Science, University of Leicester
2008	▪ Organizing various educational and cultural events at CSI College

INTERESTS

- Latest Technology
- Blogging and Designing
- Soccer and Cricket
- Socializing
- Playing Piano

REFERENCES AVAILABLE ON REQUEST