BHARADWAJ RACHA

Senior Technical Associate

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SUMMARY

An experienced UI Developer with over 3 plus years of expertise in HTML, CSS, JavaScript, and ReactJS, I specialize in frontend optimization and customization. I am skilled at integrating dynamic content and interactive features using APIs, developing reusable code to enhance scalability and reduce costs. My work includes implementing SEO strategies to boost website visibility, expand page creation, and improve page speed. I collaborate closely with design and backend teams to turn wireframes into functional web pages, ensuring accessibility through ADA compliance and integrating analytics for user insights. Proficient in A/B testing of websites and utilizing HubSpot CMS, I am actively involved in design and planning discussions, including direct client interactions.

EXPERIENCE

Sr Technical Associate

OdinSchool | Grey Campus

📅 09/2023 - Present   📍 Hyderabad, Telangana

Led multiple key projects aimed at enhancing the customer experience on the company website. Successfully coordinated with cross-functional teams to deliver high-quality results on time.

- Implemented frontend technologies like HTML, CSS, and JavaScript to optimize and personalize HubSpot templates.
- Integrated frontend elements with HubSpot's API for dynamic content, form submissions, and interactive features, and developed reusable code to minimize costs and streamline development across projects.
- Applied SEO strategies using SEMrush and Google Analytics, achieving a 30% increase in visibility and supporting new page additions.
- Designed and implemented layouts and graphics to enhance website aesthetics and user experience.
- Optimized page speed with PageSpeed Insights, improving loading times by 50%, and performed cross-browser testing with Responsive Viewer to ensure consistent quality.
- Created payment processing capabilities in conjunction with design teams to match frontend development with business goals. End-to-end testing was carried out to guarantee functionality and dependability. Databases were used.

Software Engineer Analyst

Accenture

📅 09/2021 - 09/2023   📍 Hyderabad, Telangana

Experienced in collaborating with diverse teams, leveraging individual strengths to achieve collective goals and ensure project completion.

- Enhanced user interactions by developing dynamic screens using BlueJs and ReactJs, tailored to meet specific customer requirements
- Collaborated with design teams and backend developers to translate wireframes and mockups into interactive, functional web pages.
- Troubleshot and debugged software issues, resulting in a 30% reduction in bugs, and developed comprehensive Karma test cases to ensure thorough testing and reliability.
- I have worked on writing Karma test cases and implemented extensive error-handling scenarios in the UI.
- Dynamic displays with analytics and ADA (Americans with Disabilities Act) compliance have been integrated to improve accessibility and offer comprehensive insights into user interactions.
- Contributed to sprint planning and backlog prioritization using Jira and Confluence, addressing new demands and engaging in client discussions on solutions and designs.

SKILLS

HTML CSS ReactJS Javascript
SEO SQL Responsive design JAVA
Bootstrap Material UI Angular
Hubspot CMS ADA Jules
Analytics Splunk GIT Figma
Jira Confluence Postman Debugging

EDUCATION

Bachelor's in Electronics and Communications

VNR Vignana Jyothi Institute of Engineering and Technology,Hyderabad

📅 2017 - 2021   📍 Hyderabad, Telangana

STRENGTHS

Problem Solving
Renowned for analyzing complex problems and developing effective solutions as a frontend developer.

Attention to Detail
Meticulously tested and debugged code, resulting in a 99% bug-free product.

KEY ACHIEVEMENTS

Implemented A/B Testing
Conducted A/B testing on key UI elements, analyzing user interactions and preferences, leading to a 15% increase in click-through rates.

Page Speed Optimization and SEO Enhancement
Performed page speed optimization and SEO enhancements, analyzing performance metrics and search engine results, which led to a 20% improvement in load times and a 25% increase in organic traffic.