Swaroop Sethumadhavan

Senior Frontend Engineer

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Software Engineer with over 10+ years of experience who loves JavaScript, Product Development, cares about code quality, testing and automation.

Experience

2023–Present   **Senior Frontend Engineer**, *Meplato / Webridge*, Berlin, Germany.
E-Procurement system connecting Buyer and Supplier

- Worked on various features in storefront that allows buyers to compare prices of a product from various marketplace providers that in-turn helps them make optimal purchase decision.
- Collaboratively implemented an in-house ui-kit using TailwindCSS and RadixUI that lets various products in the company (including storefront) that increases the feature deliverability rate.

- *Tech:*
  Typescript, React, Vite, NodeJS, Vitest, TailwindCSS, RadixUI, Github Actions

2019–2023   **Senior Frontend Engineer**, *Shopify*, Berlin, Germany.
The global commerce platform

- Worked on developing the redesigned version of Shopify Collabs, a first-party embedded Shopify App that helps merchants connect with Creators / Influencers.
- Built oberlo.com brochure site using 11ty/TailwindCSS from scratch that was deployed to the Edge via Netlify CI/CD.
- Worked on features in handshake.com (B2B marketplace) that facilitates merchants to seamlessly offer discounts, in turn helping them boost their GMV.

- *Tech:*
  Typescript, React, GraphQL, Vite, NodeJS, Jest, CSS modules, Rails, JAMstack, CI/CD

2018–2019 **Senior Software Engineer**, *Auto1 Group*, Berlin, Germany.
Europe's leading car trading platform.

- Development and maintenance of Retail(B2C - Autohero) and Classifieds(C2B - WirKaufenDeinAuto) Web Platform.
- Setup i18n(Internationalization) and integrating in various locales.
- Adding new features and maintenance of Backoffice by communicating directly with various stakeholders.
- Adding features and supporting remote teams with Customer Lead management tool.
- Monitor various analytics (Eg., Google Analytics, GTM etc.) and take UI / UX decisions based on the same.
- Onboarding junior / mid front end engineers.

- *Tech:*
  JavaScript, ReactJS, Redux, GraphQL, Webpack, NodeJS, Jest, Sass, CSS Modules

2016–2018 **Software Developer**, *Zefo*, Bangalore, India.
India's growing e-commerce in buying and selling of used goods.

- Architected and developed desktop version for https://www.gozefo.com; rewritten completely from scratch that improved conversion rates.
- Developed mobile version for https://www.gozefo.com; a Progressive Web App.
- Developed a real-time scheduling dashboard for scheduling orders / pickups for customers.
- Config dashboard for configuring various parts of the website and backend systems.

- *Tech:*
  JavaScript, ReactJS, Redux, ImmutableJS, Webpack, NodeJS, AWS, Mocha, MeteorJS, MongoDB

2015–2016 **Software Developer**, *Cybrilla Technologies*, Bangalore, India.
An agile firm that builds MVPs for startups.

- Developed the front-end and the back-end for OMVERIA, a system using beacons technology that lets you connect to the places that you love.
- Laid the architecture and developed various components for a system that streamline the process of admission for students in various foreign universities.

- *Tech:*
  Ruby, Rails, ReactJS, BackboneJS, MySQL, PostgreSQL, AWS, RSpec

2014–2015 **Software Developer**, *FusionCharts*, Bangalore, India.
A charting and dashboard framework.

- Publised fusioncharts gem that lets you add charts using Ruby
- Worked on the RazorFlow dashboard framework
- Worked on RazorDoc to generate documentation for the framework
- Worked on developing http://www.razorflow.com website

- *Tech:*
  JavaScript, NodeJS, Grunt, Jasmine, PHP, Ruby, RSpec

Miscellaneous

2013–2015 **Freelancer**, Bangalore, India.
- Developed backend for Fellow Management System, Tata Institute of Social Sciences(Mumbai).
- Conference Management System that manages the overall conference by tracking attendees, submission and evaluation of abstracts, assignment of reviewers etc.
- Started a startup that failed, wherein we scrape the web for financial data and generate report that help investors plan

Hobby Projects & Achievements

- Wikipedia Devcamp, contributed to the wikipedia mobile app that used the wikipedia API.

- Parata, helps you build re-usable components for the web and generates a component wise styleguide.

- Striker, a static site generator similar to Jekyll written in Ruby

- Resolution '11, '12 State Level College Tech Fest Co-ordinator.

- Console-bitly, A thin wrapper for the bit.ly API

Education

2010–2013 **Master of Computer Applications**, *CMRIT*, Bangalore.
2007–2010 **Bachelor of Science** , *Christ College*, Bangalore.
2005–2007 **11th & 12th**, *Christ Junior College*, Bangalore.
1995–2005 **Schooling**, *New Horizon English School*, Bangalore.

Technical skills

Languages	Typescript / JavaScript, GraphQL, CSS, HTML, Ruby, PHP
OS	Linux & other Unix like systems, Windows
Web	Frameworks: ReactJS, Redux, BackboneJS, Rails, Sinatra, Flask, Laravel, CodeIgniter
	Cloud: AWS, GCP, Cloudflare
Databases	MySQL, PostgreSQL
Version Control	Git
Testing Tools	Jest, Mocha, Jasmine, CasperJS, RSpec, PHPUnit
Others	Microservices, AWS SQS, SNS, OpsWorks, CloudWatch, Docker, Jenkins, GitHub Actions

Hobbies & Interests

Bicycling, Networking and Homelab, PC gaming, Tech Twitter

I hereby declare that the above information furnished is true to the best of my knowledge and belief.

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