

Varsha Deshmukh

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Experienced E-Commerce Consultant with over 7 years of experience in dealing with Retail, Manufacturing, Telecom, eCommerce & Customer Services Industry. Logical & Analytical mindset with a focus on excellence in Customer Experience. I'm passionate and determined to exceed company targets and client's business goals.

WORK EXPERIENCE

Tata Consultancy Services, Mumbai, India

March 2015 – Present

IT Analyst

- Worked as Senior Software Developer, Architect, Technical Lead, Senior Software Consultant.
- Successfully delivered complex B2B & B2C, Single-site & Multi-site E-Commerce applications in Oracle Commerce Cloud and Oracle ATG Commerce.
- End-To-End Integration of Third-Party API with Oracle Commerce Cloud and Oracle ATG Commerce. Enhanced page performance with adaptive tricks.
- Worked from scratch development project also mentored junior developers in the team.
- Delivered training Sessions on Oracle ATG Commerce and Oracle Commerce Cloud.

Logixal Solutions Pvt Ltd, Mumbai, India

July 2012 – Nov 2014

Software Engineer

- Focused E-Commerce Applications Full Stack Developer i.e worked on frontend and backend functionalities, database, testing with advanced tools, installations, deployment of code on various environments.
- Part of the scratch migration project and played a key role in Oracle ATG Commerce Project migration from lower version to higher version with complex functionalities & huge customer and catalog data.

SKILLS

- **Framework:** Oracle ATG, Oracle Commerce Cloud
- **Technologies:** Node.js, Amazon Web Services, DevOps, HTML, AJAX, CSS, KnockoutJS, Apache Ant
- **Languages:** Java, JSP, DSP, JavaScript, JQuery
- **Databases:** Oracle SQL, MySQL
- **Web Services:** SOAP, REST
- **Tools:** JIRA, ALM, Postman, Jenkins, SVN, GitHub, New Relic, Fiddler

EDUCATION

University of Mumbai, India

Awarded in May 2011

Bachelor of Engineering in Information Technology (Passed with distinction)

CERTIFICATION

Oracle ATG : Oracle Commerce 11 Platform Implementation Development Certified Specialist Issued on Oct 2015

Oracle Commerce Cloud : Oracle CX Commerce 2019 Certified Implementation Specialist Issued on Aug 2020

PROJECTS

Zebra Technologies (Senior Software Engineer) | Technologies: Oracle Commerce Cloud

Feb 2019 – Till Date

- Implemented recently launched, frequently used items visibility functionality, Add to cart, configure models, shipping address, shipping, shipping documents, price concession, promotions, ship-set, warehouse, quick-cart, add to list, different types of user management, account-user price-list, account specific catalog, search result page, breadcrumbs, facets management, zero price functionalities on B2B application.
- Implemented profile shipping address management, checkout shipping & billing address management functionalities & payment integration on B2C application.
- Designed custom server side extension for third party integrations for example - external price, country limitation, warehouse validation.
- Designed various custom webhooks for example - order submit, order validation webhook.

- Integrated with CPQ for external pricing and custom product configurations, Siebel for order management.
- Created new widgets, elements, server side extensions for custom functionalities, customized Out-of-the-box widgets, elements, order-cart view models to upgrade existing functionalities.

Vodafone Australia(Technical Architect) | Technologies: Oracle ATG Commerce **Dec 2018 – Jan 2019**

- Designed custom home page with banners, Product listing page, product detail page with download option.
- Implemented SEO, Order Management Integration Product, Sku, Inventory and Promotion Daily Feed Integration Catalog Setup, Shipping Integration, Tax Integration, File Upload, Customize Product, External Price Integration Design Tool for Product, Quotation, Anonymous order management.
- Implemented order confirmation email notification sending functionality, Added new IIN ranges for different cards, Customized Store Credit functionality, Transfer of properties from transient to persistent profile functionality, Shipping promotion exclusion, auto re-direction for out-of-stock skus, redirection rules set-up for mobile site on B2C telecom domain E-commerce application.

Vodafone India(ESHOP - Technical Lead) | Technologies: Oracle ATG Commerce **Jan 2015 – Nov 2018**

- Customized BCC with online deployment mode & custom workflow, added telecom circle wise data upload and download functionality for different circle users with specific roles.
- Implemented electronic shipping group with custom attributes, Payment integration with BillDesk, fulfillment report with custom process for order states change on B2C telecom domain E-commerce application.
- Implemented various demands which involved integration with IBM web services for data centers.
- Implemented custom listener for cache invalidation, custom pipeline processes for payment & fulfillment of orders, custom module for prepaid packs activation, postpaid packs activation, International roaming data-voice packs activation.
- Improved page performance by using process optimization, JavaScript & CSS minification, DNS tag usage for pre-connection set-up, image size optimization & lazy loading.
- Integrated Tealium with various analytics & used Tealium scripts on website for data capturing at analytics system end and optimization of performance.

EATON(Senior Software Engineer) | Technologies: Oracle ATG Commerce **March 2015 – Dec 2015**

- Implemented custom process for price list data upload with automated Endeca Indexing process.
- Implemented sold to specific price-list, wish list set-up, add-to-cart, recommended items visibility, recently viewed functionality on B2B Manufacturing domain E-commerce application.
- Customized BCC tools with custom promotion exclusion user segment, custom version repositories, custom email notification with custom listeners for third party process invocation.
- Customized endeca modules for custom search functionalities with facets, auto-suggestion & custom rules.

Ashford (Software Engineer) | Technologies: Oracle ATG Commerce **July 2012 – Nov 2014**

- Implemented add to cart, price-list, gift-wrap, gift-message, wish-list, path-to-conversion report, limited & unlimited coupon usage, promotion exclusion, scenarios-slots-targets, remove coupons, checkout process upgrade, custom property set-up on profile, guest user & registered user price-list set-up functionalities on B2C Retail domain E-commerce application.
- Customized product detail page, search result page, checkout pages(cart-shipping-billing pages), order confirmation page.
- Implemented multi-site & mobile site functionalities with shared & separate functionalities.
- Integrated third party payment system such as Paypal, TMALL, PO box, HK pickup.
- Customized ATG commerce & BCC modules to upgrade existing functionalities. Implemented custom workflow, endeca indexing integration with BCC processes.

LEADERSHIP & AWARDS

- Awarded **Best Employee** at Logixal Solutions Pvt. Ltd. & TCS for consistent extraordinary performance and team skills
- Awarded **Best Student** at K.C. College of Engineering for consistent extraordinary all rounder performance in academics, sports, co-curricular activities.