MAHADEV MATTIKALLI

Senior Frontend Developer

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Bengaluru, Karnataka, India

PROFILE

Senior Front-End Developer with 9+ years of experience in creating dynamic, user-centric digital solutions. Proven track record in leading the development of over 20 global brand websites for Unilever, specializing in React, JavaScript, AEM, and API integrations. Skilled in managing cross-functional teams, optimizing performance, and ensuring accessibility and SEO compliance. Adept at driving innovation and delivering high-impact results in fast-paced environments.

SKILLS

Frontend Development: JavaScript, ReactJS, jQuery, HTML, CSS, SCSS, TypeScript, Bootstrap, AJAX
Tools & Platforms: AEM (Adobe Experience Manager), GraphQL, GCP, AWS, Bitbucket, Bamboo, Jira, Confluence
Development & Operations: npm, nvm, Fetch API, CI/CD, Accessibility (WCAG), SEO, PHP, MySQL

WORK EXPERIENCE

Senior Frontend Developer | *April 2019 - Present*
Unilever, Bengaluru (Payroll: Langoor Digital)

- Spearheaded the development of 20+ Unilever brand websites using React, JavaScript, HTML, SCSS, and jQuery, delivering high-impact digital experiences across global markets, including Dove, TRESemmé, Hellmann's, Lifebuoy and Horlicks.
- Led the Closeup LoveTunes campaign, utilizing GCP and CI/CD pipelines, and deployed on AWS S3 in the TVB project, enhancing performance and scalability.
- Developed and maintained master and localized websites, integrating APIs like Uberduck AI, EATS, RMS, Gigya, and AWS EPS, and third-party features like Product Buy Now, Sign-up forms, and Ratings & Reviews.
- Used Adobe Experience Manager (AEM) for advanced content management, layout development, and custom styling across various projects, while ensuring WCAG accessibility and SEO compliance.
- Managed a team of 4-5 members, provided training, and led requirement gathering, architectural planning, and war room discussions to resolve challenges.
- Worked on multiple environments, POCs, and R&D initiatives, and contributed to migration projects, support, and reverse engineering of legacy websites.
- Collaborated closely with global stakeholders to ensure alignment on project objectives, timelines, and deliverables.
- Continuously optimized code quality and performance, leading to improved site loading times and overall user experience.

Software Engineer | *March 2016 - March 2019*

Skills Outsource Think Private Limited, Bengaluru

- Developed an advertising admin panel for a France-based agency, implementing multiple functionalities using AngularJS, JavaScript, jQuery, Ajax, HTML, CSS, Bootstrap, CodeIgniter, and MySQL.
- Worked on project where we extracted shop details within zones/states to optimize client targeting and audience segmentation.
- Integrated APIs such as Google Place, OpenStreetMap, GraphHopper, Google AdWords, Facebook, and AppNexus for precise targeting and audience metrics.
- Designed and presented detailed reports on ads, conversions, leads, and visits through interactive graphs and tables.
- Collaborated with cross-functional teams to enhance project performance and deliver data-driven solutions that improved client outcomes.

Associate Software Engineer | *January 2015 - March 2016*

Hexwhale Interactive LLP, Bengaluru

- Gained foundational experience in software development, working on projects like booking websites, AC sales and maintenance admin panels, and social platforms for students.
- Leveraged technologies including PHP, HTML, JavaScript, jQuery, and Bootstrap to deliver project objectives.

EDUCATION

Bachelor of Engineering (B.E.) | 2010 – 2014
Visvesvaraya Technological University (VTU), Karnataka

PUC (Science) | 2008 - 2010
Karnataka Secondary Education Examination Board

KEY PROJECTS

Closeup

- Worked on an out of the box functionality not provided by within the AEM environment where I built a user journey with set of preferences and generated a video to download.
- We used Uberduck AI for the generating lyrics, beats and voices and created a customized video for the user.
- We built the user interface on the AEM website using JavaScript, jQuery, HTML, CSS.

TVB

- Developed a quiz functionality to get the inputs from the user to get their preferences and show all the recipes according to the selections.
- This project also has other features like adding your recipes to the calendar, printing list of ingredients needed, marking favorite recipes etc.,
- This is an out of the box functionality built on AEM since AEM doesn't have any such component available.

Horlicks, Lifebuoy

- Built the Horlicks website from scratch after the Unilever acquired the rights for the brand.
- I have built a master site and 6 localizations for the brand and provided support for the same. Also built the website for Boost during the same acquisition period.
- I have worked on building a master site for brand Lifebuoy on AEM SaaS where I have styled all the components using SCSS.

MyAdmoove

- We worked on getting target devices for advertising in France.
- We have used multiple APIs here like Google Place API, Openstreet map to get the details for the building, shape of the building.
- Also calculated the traveling distance and time from the shop.
- We have leveraged technologies AngularJS, JS, CodeIgniter, MySQL.

Watervillas, Scolarspace

- Scolarspce is a social media portal for college students includes sharing pages for many different colleges.
- This also includes features like post, comment, like, share, poll, chat, forum, courses etc.,
- Watervillas provides list of water villas available worldwide and allows user to book the water villa using API integrations like Expedia, Booking.com etc.,

Pepsodent, Zendium

- Worked in a support team where I manage all support requests from Unilever Oral care category.
- Here I got experience working the Service now (Kana) where we directly interact with clients to understand the requirements.
- Got exposure to WCAG standards, accessibility standards for the websites and the ways to overcome issues related to websites.

Mapubfacile

- Web portal for managing all the statistics of the advertisements like impressions, clicks, visits etc.., using API service like Google AdWords, Facebook, AppNexus.
- Includes advertisement in different websites, Facebook, mobile applications, emails etc.
- Populate those statistics into different types of reports and charts with customized filters.

Rao and Co, Auki

- "Rao and Co" is a website for managing Sales and services for Air conditions.
- This helps the user to track the services, creating invoices, getting feedback, sales information, stocks etc.,
- Auki is a website for managing hotel related activities like hotel room bookings, booking different trip packages etc.
- Also includes admin panel for managing hotels, new rooms, packages, coupon codes etc.,