

BAALAMURGAN K A

Chennai, India • +91 7397346878 • baalamurgan2307@gmail.com
[linkedin.com/in/baalamurgan](https://www.linkedin.com/in/baalamurgan) | github.com/Baalamurgan | baalamurgan.com

SUMMARY

Frontend Engineer with 4+ years of experience building scalable SaaS and e-commerce applications using **Next.js**, **React.js**, and **TypeScript**. Specialized in **server-side rendering (SSR)**, frontend **performance optimization**, **SEO**, Core Web Vitals, and high-traffic platform migrations. Experienced in leading frontend initiatives, mentoring developers, and delivering production-ready systems in **Agile** environments.

SKILLS

<u>Frontend:</u>	Next.js, React.js, Angular, React Native, Ionic, TypeScript, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, SASS, Redux, Tanstack Query, Zustand, Vite,
<u>Backend & Databases:</u>	Node.js, Express.js, GraphQL, PostgreSQL, MongoDB, Firebase (Firestore), Parse Server
<u>Cloud, DevOps & Tools:</u>	Git, GitHub, Docker, Postman, Jira, Vercel, AWS Amplify, Chrome Extensions, CI/CD
<u>Analytics & Optimization:</u>	Google Analytics 4 (GA4), Google Search Console (GSC), SEO Optimization, Core Web Vitals, Performance Tuning, Progressive Web Apps (PWA)
<u>Engineering Practices:</u>	Agile/Scrum, REST API Integration, Responsive Design, Component-Based Architecture, Server-Side Rendering (SSR), Static Site Generation (SSG)

EXPERIENCE

Nextiva — SDE III

Bangalore, India | August 2025 - Present

- Led frontend **accessibility** and UI quality improvement across core **NCX (Nextiva Customer Experience)** modules by implementing **WCAG** alignment - keyboard navigation, ARIA compliance, focus management, and scalable component enhancements within a hybrid Angular and React based **micro frontend architecture**.
- Owned and delivered frontend features for **Campaign Management** and **Form Builder workflows**, contributing to architecture decisions, feature implementation, production bug fixes, and **Statsig**-based feature flag integrations within tight release timelines.
- Contributed to frontend modernization initiatives by helping transition **legacy** hybrid applications toward a scalable React-based architecture supporting **next-generation AI-driven** product experiences.

Tech Stack: React.js, Angular 18, TypeScript, Redux, Statsig, Accessibility (WCAG/ARIA), **Claude**, Jira, Git.

Vaimo — Frontend Developer

Remote, Sweden | March 2025 – July 2025

- Analyzed [Helly Hansen's e-commerce](#) platform using **Next.js**, **TypeScript**, and **SASS**, post-migration from **Adobe AEM** to **server-side rendered (SSR)** architecture.
- Delivered scalable UI enhancements, bug fixes, and micro-feature deployments within a **sprint-driven Agile** team using **Jira**.
- Collaborated with **SEO** and analytics teams to implement and debug **Google Analytics 4** tracking and event reporting.

Tech Stack: Next.js, TypeScript, React.js, Redux, SASS, Vercel, GA4, Jira

Trademarkia — Software Developer (Frontend)

Chennai, India | May 2022 - February 2025

Software Developer (Full-Time) | Apr 2023 - Feb 2025

- Delivered and extended the **frontend architecture** for trademarkia.com, a legal-tech platform serving over **12M** trademark records with complex legal workflows including registration, renewal, office actions, and filings - collaborating with IP legal teams.
- Led the seamless migration and domain transfer from legacy **.NET** to **Next.js**, ensuring zero downtime, clean responsive design, while growing the platform to over 300K monthly visitors.
- Optimized **deployment costs** and performance by balancing **SSR** strategies, **Vercel edge functions**, and **cache** layers.
- Refactored** core architecture by refactoring folder structures and migrating from **Next.js 12** → **14/15**, improving performance.
- Boosted **SEO** performance by 50% and Core Web Vitals by implementing structured data, optimizing **Google Search Console** metrics, and enhancing analytics tracking via **GA4**.
- Integrated Meta WhatsApp Business API using **Node.js** and **Firebase** to enable real-time attorney-client communications.
- Mentored and managed a team of **5–10 frontend interns**, driving code quality through reviews, guidance, and onboarding.

Frontend Developer Intern | May 2022 - March 2023

- Initiated the new frontend codebase from scratch using **Next.js + TypeScript**, replacing legacy .NET systems to a modern, scalable stack.
- **Owned** UI/UX workflows, led internal demos, collaborating with tech teams and stakeholder feedback loops.

Tech Stack: Next.js, React.js, Zustand, TypeScript, Tailwind CSS, Node.js, Express.js, Firebase, Vercel, SEO, GA4, Jira

Double Star Solutions — Junior Software Developer Intern

Remote, Singapore | October 2021 - May 2022

- Developed user side and admin dashboards for a [healthcare SaaS platform](#) connecting clinics, practitioners, and patients using **Angular, Bootstrap**, and **NGX Admin** template.
- Integrated RESTful backend APIs and managed data flow with **Node.js** and **Parse Server**.
- Built cross platform **mobile UI** with **Ionic framework** and enhanced the web app as a **Progressive Web App (PWA)** for offline support and installability.

Tech Stack: Angular, Ionic, Bootstrap, SASS, Parse Server, Node.js, GitLab, AWS Amplify, Progressive Web Apps (PWA)

Tech Tomatoes — Software Developer Intern

Remote, India | July 2021 - February 2022

- Modernized web applications for clients using **Gatsby.js** and **Tailwind CSS**, deployed via **Netlify**.
- Published [Woodpecker](#), a **React Native** mobile app integrated with **Firebase** and **Expo**, available on **Google Play Store**.
- Created a **Chrome extension** with **Vite** to enhance app functionality by integrating **browser APIs**.

Tech Stack: CSS, JavaScript, React.js, Gatsby.js, Tailwind CSS, Netlify, React Native, Firebase, Expo, Vite, Git

PROJECTS

1. [Coinnect](#) - Next.js, TypeScript, MUI, Go, PostgreSQL, Vercel
 - Full-stack platform for trading legacy collectible coins with modular architecture.
 - Spearheaded development of admin, user, and backend modules; prepared the platform for a seamless client deployment.
2. **Family Expense Tracker** - Next.js, Tailwind CSS, TypeScript, Node.js, Express.js, MongoDB
 - Personal finance manager for future SaaS to track expenses, manage monthly budgets, and automate dues and recurring payments.
 - Leveraged **AI developer tools** (Claude, GitHub Copilot, v0.dev, Cursor) for rapid prototyping, workflow planning, and improving code quality during development.

EDUCATION

VIT Chennai — B.Tech in Computer Science Engineering | 86%

June 2019 - August 2023

- **Relevant Coursework:** Data Structures & Algorithms, Internet & Web Programming, Object-Oriented Programming (Java, Python), DataBase Management Systems, Machine Learning, Artificial Intelligence, NLP, Data Analytics

Chettinad Vidyashram — 12th | 91%

June 2014 - April 2019

- Physics, Chemistry, Maths (PCM)

AWARDS & CERTIFICATIONS

1. [30 days of Google Cloud Program](#) - Google (Jan 2022)
2. [AWS Academy Cloud Foundations](#) - AWS (Aug 2021)
3. [MERN Stack developer](#) - Udemy (Apr 2021)