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| ***Basant Lal***Sector 39, Gurgaon, Haryana - 122001  **mauryabasantlal@gmail.com** (**+91)-7905981445/8892068620** | **Positions of Responsibilities held:** Technical Analyst, Senior Software Engineer, Software Engineer, Associate Technology L1 & Trainee Technology |
| **PROFESSIONAL SUMMARY**Oracle ATG Commerce, Java, JEE, Object Oriented Analysis and Programming, JSP, XML, XSL, RESTful Web-Service, Spring boot, SQL, HTML, CSS, JavaScript, AJAX, JSON, jQuery, Bootstrap, React JS, Git, SVN, Jenkins, JIRA.**6+ years of Expertise in:** E-Commerce Application Development ● New Feature Development ● Designing Solutions ● Product Development Cycle ● Coding ● Testing & Debugging ● Analysis, Design & Development ● Requirements Gathering and Analysis ● Software Life-Cycle Management ● Training & Development ● SOLID Coding Principles ● Team Management |
| * Technically inclined professional, contributes best-in-class programming skills to develop, design, debug and maintain highly innovative, consumer-facing E-Commerce Application.
* Strong expertise in determining technical requirements, managing project roles, estimating resources, meeting training needs, defining project deliverables, providing customer satisfaction, and ensuring quality of projects.
* Impressive career driven by challenges and a desire to be successful in all endeavors, an effective communicator with exceptional analytical, technical, and debugging skills with the ability to perform and deliver in highly challenging and aggressive delivery deadline.
* Hands-on experience in working in an agile environment.
* Successfully conducting training sessions to boost the technical and soft skills of the associates.
* Well versed and hands on experience in all software lifecycle.
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| **CORE SKILLS*** Well versed and 6+ years of experience in Oracle based E-Commerce’s design, development and implementation.
* In-depth knowledge and expertise in ATG framework (Search and Browse, My Account, Shopping Cart, Order Management, Repository & commerce pipeline etc.)
* Hands on in ATG-Restful web services, ATG dynamo, ATG-Endeca Integration, Endeca Pipeline, Endeca enterprise search, Endeca Experience Manager, Content targeting, Endeca presentation API.
* Hands on experience in Web/App severs JBOSS, WebLogic, Apache and Tomcat etc.

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| Web Technologies: | HTML, JSP, CSS and Bootstrap |
| SOA: | RESTful Web Services using Spring boot and ATG Restful Services |
| Framework: | Oracle ATG Commerce (ATG/Endeca), Hibernate, Struts, JSF, spring boot and Web Service. |
| Database: | SQL, SQL Light, MongoDB, |
| Scripting: | JavaScript, AJAX, JSON, jQuery, React JS  |
| Mobility:App Server:Web Server: | Restful BE API for Integration with Mobile APPsJBoss, WebLogic and ApacheTomcat |

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| **KEY ROLES AND RESPONSIBILITIES**  |
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| ***Technical Analyst*** |
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| * Provides expertise to identify and translate requirements into software design
* Manages the development team at offshore.
* Collaborates with Project Managers and Head of the Department (Development) for providing the estimates and the progress of the current sprint.
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| ***Senior Software Engineer*** |
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| * Analyzing design and transforming the same in to application.
* Finding out best possible solution by analyzing possible/available options.
* Designing the solution by leveraging or enhancing existing technical framework.
* Hand holding development team for implementing the design
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| ***Software Engineer/ Associate Technology L1*** |
| * Analyzing the requirement and preparing design document and implementing the same.
* Debugging the application and provide prudent fixes for the same.
* Integrating third party service/application with current system to enhance existing system.
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| **PROJECTS EXPERIENCE**

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| April’16 to Ongoing | Project Name: VBook and VShoppe | Client Name: VitaminshoppeEnvironment: ATG 10.2 RESTful webservice, Java & JEE |
|  | **Project Description:** The Vbook tool is designed to improve customer experience and increase customer engagement in the stores by providing a more personal connection between the Health Enthusiasts and walk in customers. Where is VShoppe is designed to improve customer experience and increase online sells over mobile apps.**Responsibility:*** Created rest services for login, logout and user registration for VShoppe as well as VBook.
* Worked on rest services for get points, redeem rewards points, create coupons and create rewards certificate by integrating third party API (like JDA coupon service and CRM).
* Worked on scheduler to send expiring coupons update for respective users.
* Worked on search and browse, cart, checkout and order confirmation APIs.
* Worked on third party API integration like IIB service, Order Grooves, JDA coupon service and CRM system.
* Worked on implementation of loyalty program by integrating CRM and JDA coupon service to existing system.
* Worked on API deployment for Scan to order functionality.
* Worked on API for version management.
* Worked on APIs for purchase history & purchase details.
* Worked on POC of requirements and created design docs for the same.
* Worked on functional and production environment defects.
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| Feb’16 to March’16 | Project Name: Sheet Music Plus | Client Name: Sheet Music PlusEnvironment: ATG Ecommerce 10.2, JavaScript, JSP |
|  | **Project Description:** Sheet Music Plus or SheetMusicPlus.com, is an online retailer of sheet Music located in Emeryville, CA.**Responsibilities:*** Worked on POC for structure data
* Created JSON-LD structure data script.
* Implemented structure data to pull desired data from PDP page to created JSON-LD structure data and send it to google tag manager for google analytics.
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| Nov’15 to March’16 | Project Name: Mason | Client Name: MasonEnvironment: ATG Ecommerce 11.1, ATG Search 11.1, Java and JSP |
|  | **Project Description:**Mason Companies is a family-owned company that has been operating in Wisconsin’s Chippewa Valley for over 100 years. Mason sells footwear, apparel, and general merchandise nationwide via the Internet and mail order catalogs.  **Responsibilities:*** Worked on POC of requirements and created design docs for the same.
* Worked on implementation of my Account, search and browse, review payment, catalog request and order detail page.
* Worked on defects and did RCA for the same.
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| March 2015 to Oct 2015 | Project Name: Lane Bryant | Client Name: Ascena RetailsEnvironment: ATG Ecommerce 11.0, ATG Search 11.0, Java, JEE and JSP |
|  | **Project Description:**Lane Bryant is a [United States](https://en.wikipedia.org/wiki/United_States) retail women's online clothing store chain focusing on [plus-size clothing](https://en.wikipedia.org/wiki/Plus-size_clothing).**Responsibilities:** * Worked on customization of cartridges and respective handlers
* Worked on customization of property accessor to index desired property for guided navigation
* Worked on HTML merge, BCC deployment and content creation for the site.
* Worked on catalog setup for lower environment
* Worked on defects and did RCA for the same.
* Created unit test cases
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| April’14 to March’15 | Project Name: F &F Multiyear Support | Client Name: TescoEnvironment: ATG Ecommerce 10.2, ATG Search 3.1.2, Java, JEE and JSP |
|  | **Project Description:**F &F is a [UK](https://en.wikipedia.org/wiki/United_States) based retail online clothing store. It operates in Britain, Poland and Ireland.**Responsibilities:** * Applied patches and hot fix in development and production environment using ad patch and manually.
* Created Shell scripts to analyze production issues and to take backup of Endeca app as well as MDex.
* Worked on Endeca environment setup for developer and tester.
* Did RCA for production defects and provided prudent fixes the same.
* Automated the various cell script on production environment.
* Worked on maintaining daily log files of website traffic and cross verification through Online Monitoring tools and logs
* Worked on ATG Ecommerce 11.0, ATG Search 11.0, Java and JSP
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| July’13 to March’14 | Project Name: F &F (For Poland and Ireland) | Client Name: TescoEnvironment: ATG Ecommerce 10.2, ATG Search 3.1.2, Java and JSP |
|   | **Project Description:**F &F is a [UK](https://en.wikipedia.org/wiki/United_States) base retail online clothing store. It operates in Britain, Poland and Ireland.**Responsibilities:** * Worked on customization of cartridges and respective handlers
* Worked on content creation and HTML merge for various pages
* Worked on defects and change request
* Provided back-end assistance on data redundancy errors
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| **CREDENTIALS, APPRECIATIONS, EXTRA-CURRICULAR & ACAMICS**

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| **2014****2013** **2012****2011** **2007** | Awarded ‘**You make a difference’** award by director for Q3 cycle for contribution in F&F Multiyear Support Project in **Sapient Nitro**.  B. Tech. In Computer Science & Engineering from **Harcourt Butler Technological,****Kanpur****Health and Hygiene** secretory in WCH-I hostel for the session **2012-2013** of HBTI**.** **Yoga Club Secretary,** Council of student activities (CSA) for the session **2011-2012** of HBTI. HSSC from U. P. Board, Allahabad |
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| **SOCIAL CONNECT**  |
| **LinkedIn:** <https://www.linkedin.com/in/basant-lal-b306825b/>**Skype ID:** mauryabasant |
| **Declaration:**  |

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

 **Basant Lal**