Santra A

Salesforce Developer, 7+ years experience
Oakville, Canada
https://augmntx.com/profile/salesforce-commerce-cloud-developer-santra-a/axf5035

AugmntX
+91 9820045154 | hr@augmntx.com

As a Salesforce Commerce Cloud (formerly known as Demandware) developer with 7+ years of experience, I've honed my expertise in crafting dynamic and user-friendly e-commerce solutions. My journey began with a passion for coding and a keen interest in leveraging technology to drive business growth. Over the years, I've navigated through various versions and updates of the platform, mastering its intricacies to deliver tailored solutions. My skill set includes proficiency in customizing and extending Commerce Cloud functionalities, integrating third-party applications, and optimizing the platform for seamless user experiences. Collaborating closely with cross-functional teams, I've contributed to the development of robust e-commerce strategies, ensuring alignment with clients' goals and industry best practices. Problem-solving and adaptability have been instrumental in my role, allowing me to tackle challenges ranging from complex integrations to performance enhancements. With a deep understanding of the Salesforce B2C Commerce Cloud and its interconnections, I've been able to create scalable and efficient solutions that drive revenue and customer satisfaction. My commitment to staying updated with the latest advancements in the field has enabled me to continuously innovate and deliver impactful results for businesses.

INDUSTRIES: Software and Platforms

TECHNICAL SKILLS

• Salesforce Commerce Cloud	7 years & 10 months
• JavaScript	7 years & 10 months
• HTML5	7 years & 10 months
• Ajax	7 years & 10 months
• REST APIs	7 years & 10 months
• JSON	7 years & 10 months
• jQuery	7 years & 10 months
• ISML	7 years & 10 months
• SiteGenesis	7 years & 10 months
• CSS	7 years & 10 months
• demandware	7 years & 10 months
• controller	7 years
• SFRA	4 years
• React	6 months

SOFT SKILLS

Communication, Time management, Teamwork, Problem-solving, Adaptability

PROJECT DETAILS

• Delivery Solutions Omnichannel Experience Management Cartridge

Project Description: Delivery Solutions provides a cartridge to integrate with Salesforce Commerce Cloud (SFCC). The cartridge allows SFCC storefront to integrate with Delivery Solutions shipping methods.Delivery solutions provides four types of shipping methods. 1. Same day Delivery 2. Store Pickup 3. Curbside 4. Shipping Shoppers can select shipping options from the product details page, cart page and checkout page.

Responsibilities: 1. I was the lead developer 2. Interected Client to get the requirements 3. Implemented some of the features like smart window, sameday delivery shipping option, default store selection using controller, demandware script, ajax, jQuery, css, ISML, REST API. 4. Did Business Manager configuration. 5. Gave demo to client for implemented features. 6. Did code review, manual testing, wrote unit and integrated test cases 7. wrote technical document.

Technologies: SFCC, ajax, jQuery, scss, css, REST API

Industry: Software and Platforms

Link:
https://appexchange.salesforce.com/appxListingDetail?listingId=8f17012e-17c4-4164-b1e3-723981c99f8b&

• Optty BNPL Integrations Cartridge

Project Description: Optty unlocks direct access to the world’s BNPL providers (50+ providers in 56 countries and 36 currencies… and we’re still growing) through a single integration. With the Optty cartridge, retailers are able to leverage each of the 50+ BNPL providers across the globe with whom Optty is certified, without any additional development required.

Responsibilities: Implemented Optty link cartridge from scratch in Sitegenesis and SFRA architecture.

Technologies: SFCC, ajax, jQuery, scss, css, REST API

Industry: Software and Platforms

Link: https://appexchange.salesforce.com/appxListingDetail?listingId=a0N4V00000GHbj7UAD

• Bolt One-Click Checkout Cartridge for B2C Commerce

Project Description: With Bolt, enable a one-click checkout and gain immediate access to a network of tens of millions of shoppers. With fewer required fields, faster load times, and ongoing experimentation to ensure the best possible performance

Responsibilities: 1. I was the lead developer. Estimated effort 2. Interected Client to get the requirements and answerd client's queries 3. Implemented cartridge functionality in Sitegenesis and SFRA architecture using controller, demandware script, ajax, jQuery, css, ISML, REST API. 4. Did Business Manager configuration. 5. Gave demo to client for implemented features. 6. Did manual testing, wrote unit and integrated test cases 7. wrote technical document. 8. Gave demo to salesforce team for cartridge certification.

Technologies: SFCC, ajax, jQuery, scss, css, REST API

Industry: Software and Platforms

Link:
https://appexchange.salesforce.com/appxListingDetail?listingId=1d63f187-b70b-4cce-b8f8-1536f9b58e05&

EMPLOYMENT HISTORY

• Team Lead- Software Engineer July-2022 - November-2023

Description: Contribute to development work, code reviews and mentored junior developers, fostering a collaborative and knowledge-sharing environment within the development team. Conduct regular code refactoring and optimization to improve application performance and maintainability. Do POCs during presales for feasibility study. Actively participate in sprint planning and daily stand-up meetings, contributing insights and expertise to achieve project milestones. Attend client requirement meeting and clarified requirements from technical point of view. Gather business requirements and API details and convert them into technical solutions. Give effort estimation for the technical solution to client account managers.

• Senior Salesforce Commerce Cloud Developer June-2019 - June-2022

Commercemuse India Division, Ideatarmac UG

Description: Successfully completed Bolt One-Click Checkout Cartridge, Optty BNPL Integrations Cartridge, meeting project deadlines and exceeding client expectations. Performed manual testing, identify, and resolve bugs, and ensure high-quality deliverables. Implemented custom hook to calculate shipping cost and tax. Implemented Gift Certificate feature in SFRA from scratch. Converted XML data into JSON object.

• Salesforce Commerce Cloud Developer January-2018 - May-2019

Commercemuse India Division, Ideatarmac UG

Description: Played key role to migrate Safecharge payment link cartridges from SiteGenesis architecture to Storefront Reference Architecture (SFRA). Led end-to-end development and customization of Salesforce B2C Commerce Cloud solutions, delivering innovative and user-friendly e-commerce experiences. Collaborated with client, Sr. eCommerce Architect to ensure seamless implementation of complex web solutions into existing architecture. Developed custom cartridges, pipelines, and controllers to enhance platform functionality and deliver tailored solutions to meet client needs. Integrated third-party APIs and implemented payment integration link cartridges from scratch.

• Junior Demandware Developer May-2017 - December-2017

Commercemuse India Division, Ideatarmac UG

Description: Utilized JavaScript, datatables, CSS, and ISML to create engaging user interfaces and improve overall page load time and job execution time. Converted backend rendered table to ajax based table for huge data set to gain performance improvement. Used OCAPI to get content slots data and execute jobs. Leveraged build tools like Gulp to streamline development processes. Contributed to agile methodology adoption, enhancing project delivery efficiency.

• Trainee Software Engineer February-2016 - April-2017

PFSweb Global Services Pvt. Ltd

Description: Developed custom storefronts for P&G, Anastasia Beverly Hills, leveraging SiteGenesis architecture and Demandware scripting languages (ISML, DS, Pipelines, Controllers). Tracked the JIRA tickets (Defects) and fixed them well within SLA. Analyzed the error blades and reduced their size by detecting the root cause. Created new content assets. Integrated third-party link cartridges like Google Tag Manager, Windsor Circle and Predictive Intelligence. Collaborated with cross-functional teams including UI/UX designers, and QA testers to gather requirements and ensure seamless implementation of features. Collaborated with the QA team to perform thorough testing, identify and resolve bugs, and ensure high-quality deliverables. Actively participated in daily stand-up meetings, contributing insights and expertise to achieve project milestones.

CERTIFICATION

• Salesforce Certified B2C Commerce Developer by Salesforce 2020

EDUCATION

• Bachelors degree in Information Technology from West Bengal University of Technology 2007 - 2011

+91 982 004 5154 AugmntX- Labor Omnia Vincit hr@augmntx.com

LANGUAGES

• English - advanced

END OF DOCUMENT
This PDF is automatically generated by AugmntX on 20 Nov 2026
Profile URL:https://augmntx.com/profile/salesforce-commerce-cloud-developer-santra-a/axf5035