

SAI CHARAN DEVALLA

</> Software Developer 

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Creative and results-driven Front-End Developer with nearly 4 years of experience crafting fast, responsive web apps using HTML, CSS, JavaScript, and WordPress. Highly skilled in UI/UX design with tools like Figma and Photoshop, creating clean, modern, and intuitive interfaces that boost user engagement. Strong command of SEO and digital marketing strategies — from technical optimization to content and analytics — driving measurable traffic and conversion growth. Experienced in React.js, API integration, and backend support using PHP and Node.js. Passionate about building user-first digital experiences that perform and convert.

PROFESSIONAL EXPERIENCE



Software Developer | Talentas, HYD, IN | Client: Schwazze, Denver, CO, USA | March 2023 – Present

- Built and maintained high-traffic cannabis websites for Schwazze, a leading multi-state operator in Colorado and New Mexico.
- Developed 1,000+ responsive pages using HTML, CSS, JS, jQuery, and Elementor within WordPress.
- Customized WordPress themes and plugins, and implemented **PHP-based backend solutions** to fetch and render dynamic content from external APIs.
- Led website design and branding efforts across multiple dispensary brands including **Star Buds, Emerald Fields, R.Greenleaf, Everest, Standing Akimbo, Somatic** and **Purplebee's**.
- Designed graphics and visual content using **Adobe Illustrator, Photoshop, Figma**, and **Adobe XD**, aligning digital assets with brand identity and marketing goals.
- Created and published over **100 SEO-optimized blogs** across multiple domains; responsible for writing, keyword research, content creation, and image design.
- Improved search engine rankings and user engagement through **on-page, off-page**, and **technical SEO** practices using **SEMrush**, driving organic traffic and visibility.
- Managed local SEO for all retail locations, increasing review ratings, optimizing GMB profiles, and maintaining business directories.
- Developed and maintained **dispensaryopennow**, a cannabis dispensary listing portal; scraped and processed 10K+ listings using **Python** and Excel for data aggregation.
- Collaborated directly with stakeholders and executive teams to translate business requirements into user-centric design and development solutions.
- Ran high-performing **PPC ad campaigns**, significantly boosting conversions and in-store sales.
- Used **JIRA** for agile task tracking, sprint planning, and project documentation across multiple concurrent projects.
- Recognized for delivering fast, high-quality web solutions, combining strong technical proficiency with design thinking and marketing strategy.



Software Engineer | Payroll: Optimo Talent management, BLR, IN | Client: Google, HYD, IN | May 2022 – February 2023

- Supported **Google Programmable Search Engine**, assisting developers with integration, customization, and troubleshooting of search functionality powered by Google Search.
- Provided technical support for the **Custom Search JSON API**, resolving issues related to **quotaUser**, API key handling, request limits, and integration errors.

- Customized **search result layouts and UI** using **HTML, CSS, and JavaScript**, aligning with customer design requirements and brand guidelines.
- Advised developers on implementing **JavaScript callbacks** and asynchronous features to improve search performance and interactivity.
- Guided customers in applying **structured data** standards (e.g., **JSON-LD, Microformats, RDFa, Microdata**, and meta tags) for improved indexing and relevance.
- Assisted users with search configurations including **refinements, custom ranking, promotions, and query rewriting** to tailor results.
- Supported both the **legacy and updated** Programmable Search Engine control panels, ensuring seamless user experience across platform changes.
- Collaborated with internal teams across **Google Cloud, Google Ads, and Search** divisions to streamline technical issue resolution.
- Tested and validated search engine implementations for **responsiveness, functionality, and accessibility** across devices and environments.
- Delivered outstanding developer support by documenting recurring issues, improving resolution efficiency, and increasing customer satisfaction.
- Responsible for **reviewing and updating official Google Help Center documentation** for Programmable Search Engine to ensure technical accuracy and clarity for global users.
- Collaborated with **mid- and senior-level leadership** through weekly meetings to identify documentation gaps, propose improvements, and execute updates aligned with product changes and user needs.



Front-End Developer | SHOPEE, Bengaluru, IN | November 2021 – April 2022

- Developed and maintained **responsive web applications and user interfaces** for Shopee's e-commerce platform tailored to the Indian market.
- Translated **UI/UX designs into interactive, scalable front-end components** using **React, HTML, CSS, and JavaScript**.
- Collaborated with back-end developers to integrate **RESTful APIs** and optimize full-stack performance.
- Wrote clean, maintainable, and scalable code while adhering to best practices and modern development standards.
- Participated in **code reviews**, offering and receiving constructive feedback to maintain code quality.
- Troubleshoot and debugged issues in both production and development environments using tools like **Chrome Developer Console**.
- Ensured application performance, speed, and scalability across various devices and platforms.
- Contributed to the creation of **reusable content modules** and maintained a clean, modular codebase.
- Worked closely with **product managers, designers, and engineers** in Agile sprints to deliver user-centric features.
- Utilized **SASS, Bootstrap, and CSS Grid** for advanced styling and layout management.
- Gained hands-on experience with **JavaScript frameworks** such as **jQuery and React**, and used **Git** for version control.
- Demonstrated strong problem-solving skills, excellent communication, and a collaborative team mindset.

EDUCATION



Master of Business Administration (MBA) | Marketing | Hyderabad, IN | 2018 - OCT 2020

- College: Aurora PG College
- University: Osmania University
- Percentage: 80%



Bachelor of Commerce in Computer Applications | Adilabad, TS, IN | 2015 - 2018

- College: Nalanda Degree College

- University: Kakatiya University
- Percentage: 75%

SKILLS



Front-End Development



- **Languages & Frameworks:** HTML5, CSS3, JavaScript (ES6+), jQuery, AJAX, SASS
- **Libraries & Tools:** Bootstrap, React.js (Intermediate)
- **Core Skills:** Responsive Design, Cross-Browser Compatibility, Performance Optimization



UI/UX & Design



- **Tools:** Figma, Adobe XD, Invision, Photoshop, Illustrator, Canva
- **Design Skills:** Logo, Graphics, Wireframing, Prototyping, Design Systems, Mobile-First UX
- **Best Practices:** Accessibility (WCAG), A/B Testing, Usability Testing



WordPress & CMS



- **Development:** Custom Themes & Plugins, Elementor, Gutenberg, WooCommerce, ACF
- **Customization:** WP Query, API Integration, Shortcodes
- **Maintenance:** Site Optimization, Backup, Security Hardening
- **Hosting:** Cloudways, GoDaddy, Hostinger



SEO & Digital Marketing



- **SEO Types:** Technical SEO, On-Page SEO, Off-Page and Local SEO
- **Tools:** Google Analytics, Google Search Console, SEMrush, MOZ, Similar Web, Yoast SEO
- **Marketing:** Google Ads, Google My Business, Conversion Rate Optimization



Testing & QA



- **Testing Methods:** Manual Testing, Automation Testing (Selenium with Core Java), API Testing (Postman)
- **Debugging:** Chrome DevTools, Browser Testing



Workflow & Communication



- **Project Management:** Agile Methodology, Jira, Trello, Sprint Planning
- **Soft Skills:** Client Communication, Cross-Functional Team Collaboration



Database & Data Handling



- **Databases:** MySQL, MongoDB, PostgreSQL (Basic)
- **Other Skills:** Data Scraping (Python), Structured Data (JSON-LD, RDFa, Microdata)



Backend & API Integration



- **Languages & Frameworks:** PHP (WordPress), Node.js, Express.js
- **APIs:** REST API, JSON, CRUD, Postman



Tools & DevOps (Beginner Level)



- **Version Control & Dev Tools:** Git, GitHub, XAMPP, Docker, Kubernetes, CI/CD
- **Cloud & Servers:** AWS, Google Cloud, DNS, Server Management

CERTIFICATIONS

- **Full Stack Developer** | Edureka | Credential ID: 8333K5RRN | Jan 2023
- **HTML, CSS & Bootstrap** | Edureka | Credential ID: GBDRUF3ZPH | Jan 2023
- **JavaScript** | Edureka | Credential ID: GSUDBEXHP4 | Jan 2023
- **React.js** | Edureka | Credential ID: GBDRUF3ZPD | Jan 2023

- SQL | Simplilearn | Credential ID: 342289 | May 2022
- Business Analytics with Excel | Simplilearn | Credential ID: 3410428 | Apr 2022
- Digital Marketing | Globsyn Business School Online | Credential ID: GBSO-001-2020-10409 | May 2020

PERSONAL INFORMATION

- **First Name:** Sai Charan
- **Last Name:** Devalla
- **Date of Birth:** 07-12-1997
- **Permanent Address:** H.No: 4-4-560, Bhuktapur, Adilabad – 504001, Telangana, India.
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- **Hobbies:**      