

Venkata Sudheer Kumar Reddy Pokala

Frontend Engineer | Next.js (App Router), React, TypeScript, MUI | E-Commerce & Performance



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venkatasudheer



VenkataSudheer



Profile

Frontend Engineer with experience building clean, intuitive, and scalable web interfaces using TypeScript, JavaScript, HTML, CSS, React, and Angular. Strong focus on UI/UX flows, performance optimization, SEO, and Server-Side Rendering (SSR) for maintaining reliable, high-traffic frontend codebases.



Professional Experience

Web Developer, Post Media Inc

Jun 2025 – Present | Troy, United States

- Engineered a robust CI/CD pipeline using GitHub Actions and TypeScript to automate build, testing, and deployment, reducing manual deployment time by 60% across all web projects.
- Built a high-performance client-side search system using Fuse.js, React Hooks, and optimized token normalization, improving search accuracy for misspellings and partial queries by 35%.
- Designed and implemented a 3D Bin Packing Calculation module for e-commerce platforms to dynamically optimize packaging based on product dimensions, saving 15-20% on dimensional shipping costs.
- Implemented interactive maps using Leaflet API for Shop Gas hunters and developed browser based game elements, contributing to a 15% increase in time spent on the platform.
- Optimized frontend performance, reduced load times for image heavy pages, and maintained code quality using Git and TypeScript best practices.
- Maintained, debugged, and enhanced production frontend codebases, testing, releasing, and monitoring features for high traffic websites.
- Improved SEO performance through metadata optimization, SSR implementation, and structured data enhancements, increasing Lighthouse SEO score from 69 to 90.
- Leveraged AI-powered development tools to accelerate feature implementation, improve code quality, and optimize debugging workflows.

Flutter Developer, Infosys Pvt Ltd

May 2021 – May 2023 | Hyderabad, India

- Developed and optimized component-based UI architectures for cross-platform applications using Flutter and Dart.
- Designed responsive, user-centered interfaces with a strong focus on performance and maintainability.
- Implemented REST API integrations and state management patterns to handle complex data flows.
- Built offline-first features and optimized rendering performance for large, dynamic UI states.
- Collaborated in Agile teams to deliver scalable frontend features on production applications.



Projects

ARO Connection , Custom Packaging Solutions & Design Tools

- Architected a React + TypeScript frontend for a custom packaging platform featuring 3D product visualization, live image editing, and real-time configuration.
- Integrated Pacdora 3D image rendering to allow users to preview packaging designs dynamically across multiple categories and catalog views.
- Built a real time product editor where changes to size, material, and dimensions instantly updated both pricing logic and 3D visual output, ensuring accurate cost calculation and user feedback.
- Designed and implemented dynamic pricing algorithms that recalculated item costs based on user selected dimensions, quantities, and customization options.
- Developed scalable catalog and category systems supporting image heavy assets while maintaining smooth performance and responsive layouts.

- Optimized rendering workflows and state management to handle complex UI interactions without performance degradation on large product configurations.
- Built a secure shopping cart and checkout flow with real time inventory handling to ensure order accuracy.

Shop Play Cannabis , Premium Cannabis Dispensary

- Engineered the core e-commerce platform on Node.js and TypeScript, implementing a mandatory Age Gating and ID Verification system and dynamic Purchase Limit Logic to ensure strict adherence to state cannabis regulations.
- Established a zero downtime CI/CD pipeline using GitHub Actions and Docker for automated testing and deployment, guaranteeing rapid, reliable updates to product catalogs and regulatory mandated changes.
- Significantly enhanced user experience across the high volume strain catalog by implementing a responsive, client side Fuzzy Search using Fuse.js in React.js to accurately handle misspellings and partial product queries.
- Managed the full development lifecycle, building out the React storefront, and designing Node.js backend services for real time inventory.

Gashunters E-Commerce Website

- Developed a React.js and Node.js e-commerce platform to support online sales of the Gas Hunters product line.
- Implemented a product catalog with advanced filtering and search, enabling discovery by category, strain, and potency.
- Integrated Leaflet Maps to build a store locator that redirected users to nearby Cannabis retail locations.
- Optimized image heavy product pages and Core Web Vitals, improving load times and user engagement.

Shield Roofs , Metro Detroit Roofing Contractor

- Designed and implemented a dynamic booking system with calendar availability logic, ensuring time slot validation and preventing overlapping appointments.
- Developed custom calendar UI with modular CSS architecture to maintain styling isolation and improve component reusability.
- Optimized frontend performance by reducing render-blocking resources and improving Core Web Vitals metrics.
- Supported integration of third-party services to enhance user trust and platform credibility.
- Built responsive, user-friendly booking flows aligned with business rules and real time availability constraints.

Skills

Project Management: Agile, Scrum, Jira

Programming & Frameworks: JavaScript, TypeScript, React.js, Angular, Node.js, HTML5, CSS3, Python, Dart (Flutter).

Web Development: Responsive UI/UX Design, Multi-step Forms, Store Locator & Navigation Features, E-commerce Integration, API Integration, 3D Bin Packing, Fuzzy Search,

Libraries & Tools: Pacdora (Image Rendering), Leaflet API, React Hooks, Angular, Fuse.js, Node based Packing Libraries.

Version Control & Deployment: Git, GitHub, Vercel (CI/CD & Live Deployment), Google Cloud Platform

Analytics & SEO: Google Analytics, SEO optimization fundamentals, Core Web Vitals

Education

Lawrence Technological University,
Masters in information technology.

May 2023 – Dec 2024

RMK College of Engg and Technology,
B.E in Mechanical Engineering.

2016 – 2020