

Tarun Ranka

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EXPERIENCE

Sharaf DG

Aug 2016 – Present

Front-End Developer / Full Stack Developer

Dubai, UAE

- Core engineering member from day one, building Sharaf DG's \$82M e-commerce platform serving 2.7M+ monthly visitors — website, marketplace, OMS, and in-store Kiosk — across 6 markets (UAE, Saudi Arabia, Bahrain, Egypt, Oman). Drove architecture decisions and code standards across the full digital ecosystem.
- Led the full-stack build for the Saudi Arabia market launch from scratch, delivering Arabic RTL localization, regulatory compliance, ETA-based area selection, National Address integration, and Tabby payment — expanding the platform to the company's largest new market.
- Architected a multi-country shipping engine with Bullet Delivery (same-day) via Shippy across 3 countries, including configurable shipping matrix, Click & Collect, Store Pickup, and real-time location-based delivery.
- Led end-to-end integration of 6 payment gateways — APS, Checkout.com, Tabby BNPL, Tamara BNPL, STC Pay, and Paymob — processing transactions across all markets with checkout flows, webhook handlers, and Easy Payment Plans.
- Implemented Sift fraud detection, significantly reducing chargebacks and fraudulent transactions. Built end-to-end fraud review workflow integrated across payment and order systems.
- Implemented site-wide product search using Algolia with indexing, relevance tuning, and search UI — powering discovery across 100K+ products with sub-second response times.
- Shipped 15+ customer-facing features including Trade-In / BTS Buyback, Digital Cards, Subscriptions, A+ Content on PDP, OTP-based Login & Registration, Scratch & Win campaigns, and Apple NPI launches.
- Built self-service Return & Refund workflows end to end. Implemented Synerise as the push notification, recommendation engine, and mailer engine with real-time order synchronization feeds.
- Led marketplace migration from Mirakl to SellerHub across front-end and backend, developing FBO Shipping, seller portal features, and display unit logic.
- Integrated 6+ analytics platforms (GA4, Mixpanel, Google Merchant Center, TikTok/Snapchat pixels, SEO, schema/sitemap) driving 51% organic search traffic.
- Established E2E automated testing with Playwright across all 6 markets. Set up CI/CD pipelines via Bitbucket Pipelines with linting, structured code reviews, and engineering best practices.
- Led development of the in-store Kiosk application (UAE) with barcode scanning, payment collection, and product browsing capabilities.
- Mentored junior developers, managed external vendor teams, led R&D initiatives, and owned sprint planning and stakeholder communication across all 6 markets.

Born Group

Jun 2013 – Aug 2016

Lead Engineer

India

- Led a team of JavaScript developers building enterprise e-commerce solutions on Hybris and Magento platforms.
- Restructured estimation, design, and communication processes, reducing project turnaround times and improving delivery quality.
- Developed responsive, cross-device themes for complex catalog and checkout flows across desktop, tablet, and mobile.

EC Software India

Jun 2010 – Jun 2013

Web Developer

Chennai, India

- Designed and developed web catalog applications with product search, bookmarking, and social sharing capabilities.
- Built adaptive, multi-device themes ensuring consistent cross-browser experiences.

TECHNICAL SKILLS

Languages & Frameworks: JavaScript (ES6+), TypeScript, React, Redux, Next.js, Node.js, Python, PHP, Laravel, HTML5, CSS3, SASS/LESS

Backend & APIs: REST, GraphQL, Node.js, PHP/Laravel, Hybris, Magento, WooCommerce, NetSuite

Payments & Integrations: Checkout.com, APS, Tabby, Tamara, STC Pay, Paymob, Sift (fraud), Algolia

Cloud & DevOps: AWS, Docker, Vercel, Bitbucket Pipelines, CI/CD, ELK Stack, Pusher

Data & Analytics: GA4, Mixpanel, Google Merchant Center, Synerise

Testing & Tools: Playwright, Git, Webpack, Gulp, NPM/Yarn, Sanity CMS, Figma, JIRA

EDUCATION

Amity University

In Progress

Master of Business Administration (MBA)

Misrimal Navajee Munoth Jain Engineering College

2006 – 2010

Bachelor of Engineering, Information Technology

CERTIFICATIONS

Next.js Fundamentals (v4) • Website Accessibility (v3) • Tailwind CSS 4+ • Playwright (Egghead)

Cursor & Claude Code: Professional AI Setup • Practical Prompt Engineering

Go & Vanilla JS: Fullstack Without Frameworks • Complete Intro to React (v8) • Full Stack for Front-End Engineers (v3)

Intro to Product Management • Software Developer Success: Soft Skills & Testing