Praveen Murugesan

Certified Salesforce Application Architect

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Professional Summary:

- Having 12+ years of development experience with Salesforce.com platform as an **Application Architect/Lead Developer** with experience in End-to-End designing, developing, deploying of Salesforce CRM and building apps based on business processes, 3rd party app exchange products and a variety of projects some of which were full implementations, migrations from legacy to new systems and desktop and web applications.

- **12x Certified Architect**, Data Architecture and Designer, Sharing and Visibility Designer, Community-Sales Consultant, Platform Developer I & II, Platform App Builder, Salesforce Administrator, Associate.

- **Code hackathon winner** for building success integration b/w SFDC and react - built over **60+ components in ~60 days for successful major implementations** to support business across global investment banking.

- Built a **new team in Bangalore, India with 25 members** to support Japanese clients, handled end-to-end projects and as a lead distributed task among team members and did a **code review helped team with best practices**.

- Developed **Plugin/Adaptor** for multi-level approval configurator a code free maintenance tool.

- Developed **Infra** for reprocessing failures to handle external integrated systems and also with internal entities.

- Experienced in configuration and customization of Sales, Service and Community Clouds by configuring Assignment rules, Escalation rules, Email-to-Case, Web-to-Case and Web-to-Lead.

- Integration implementations **specialist on payment gateway** integrations.

- Proficient with Salesforce data model and customizing objects, fields, formula fields, rollup summary fields, page layouts, search layouts, creating custom objects and custom Tabs, record types, relationships (Lookup, Master-detail & Junction objects). Administration setup tasks like creating Profiles, Roles, Users, Sharing rules.

- Built multiple **reusable components to speed up the development activities across multiple teams,** fully configurable and very easy customizable integrating Salesforce with app exchange applications.

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Salesforce Architect

- Worked on many **ETL tools like SnapLogic pipelines**, FS. For agreement generation used **Conga composer**
- Strong experience with data security by implementing Criteria and Owner based sharing rules on various objects in the organization to enforce **Governor Limits**.
- Excellence on developing **mobile applications using LWC,** java, apex that supports external objects and handling millions of records iterations successfully.
- Strong experience with Force.com migration tool, custom **CI/CD** tools such as **Jenkins, ANT and GIT**, Change Sets for migrating Salesforce components across various Sandbox and Production instances.

Technical Skills:

Salesforce: Force.com, LWC (Lightning Web Components), Aura, AppExchange, Apex Classes, Apex Triggers, Test classes, Visualforce, Sandbox development and testing, SOQL, SOSL.

Salesforce Integration Tools: Data Loader, Snaplogic, Connector, AEM

Clouds: Sales Cloud, Service Cloud, Community Cloud

Integrations/API/AppExchange Products: Marketo, Dupeblocker, SAP, AEM, DocuSign, Conga Composer

ETL Tools: Snaplogic, Dataloader, ANT

Education:

- **Master's**: Master of Computer Application (MCA), 2010-2013, Anna University, India
- **Bachelor's** : Bachelor of Computer Science (BSc), 2007-2010, Periyar University, India

Certifications:

- Salesforce.com Certified Application Architect
- Salesforce.com Certified Data Architecture and Management Designer
- Salesforce.com Certified Sharing and Visibility Designer
- Salesforce.com Certified Community Cloud Consultant
- Salesforce.com Certified Platform Developer I
- Salesforce.com Certified Platform Developer II
- Salesforce.com Certified App Builder, Associate
- Salesforce.com Sales Cloud Consultant
- Salesforce.com Certified Administrator
- Salesforce.com Certified Force.com Developer 401(retired)

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PROFESSIONAL EXPERIENCE:

Salesforce Architect

Jefferies Group, NY, US

Nov 2022 – Present

Responsibilities:

- Worked on complete implementations with digital experience and LWC for Mobile and iPad application setup for complete investment banking app.
- Using this app banker or stakeholder can start getting interacted with clients and get deals closed by setting up meetings, surveys inside the app.
- **As a Lead/Architect closely working with Business to support Investment Banking/Mobile banking/Client Profile on Mobile and other devices using Salesforce Lightning Web Components, Digital Experience, AWS**
- **Playing a crucial role of managing end-to-end solutions from requirement gathering to user acceptance**
- Extracted, discussed and refined business requirements from business users and team members to enable business processes using SFDC
- Extremely enthusiastic and have a proven record of success in meeting project milestones, and developing long-term relationships with Clients
- **Built multiple reusable components to speed the development activities across multiple teams**
- Helping different teams on implementing complex features with Salesforce integrations with different external systems.
- Built over **60+ components in ~60 days for successful major implementations** to support business across global investment banking.
- Delivered successful mobile applications using LWC and other external systems with teams
- Working closely with offshore teams for development tasks interacted with key business stakeholders and users to support the implementation.
- Using Data Loader for insert, update, and bulk import or export of data from Salesforce Objects.
- Developed Integration requirement documents, data mapping document for every interface by understanding the functional requirements.
- Carried out minor declarative changes and took the responsibility to manage releases into the production.
- Designed and deployed applications as per the Sprint/Iteration schedules.

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- Used SOQL & SOSL, Salesforce Platform, Workbench, and Developer consoler for development and testing work
- Led on the live agent implementation project as Solution Architect and Lead for offshore team.
- Worked as a liaison between onshore and offshore team.

Salesforce Application Architect – Computer Scientist

Adobe Inc.

May 2016 – Oct 2022

Responsibilities:

- Participated in requirements gathering workshop and interacted with key business stakeholders and users to support the implementation.
- Interacted with various business users to gather the requirements, documented the requirements, and developed design documents to suit business needs.
- Lead and Solution architected the solution and developed the Solution Design Document.
- Worked with the offshore team to design and develop the proposed solution and resolve issues as well as testing and documentation.
- Created Apex classes, components, and triggers with minimum 90% code coverage using test classes for both positive and negative cases.
- Developed Custom lightning components and controllers for Apex for Customer and Partner online loan application process and dashboard views.
- Customized and minimized the licenses usages on Conga purchase to share view click through agreement.
- Worked on lightning components - aura and lightning web components (LWC), event registration, handlers for performing business logics and actions.
- Migrated some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.
- Worked on **Conga Composer** to generate customized template using query on multiple entities with dynamic data update for view click through Agreement. After the purchase of the product.
- Customized and minimized the licenses usages on Conga purchase to share view click through agreement.
- Worked on lightning components - aura and lightning web components (LWC), event registration, handlers for performing business logics and actions.

- **Handled end-to-end projects and as a lead distributed task among team and did a code review helped team with best practices** to avoid governor limits in SFDC.

Salesforce Lead Developer

Pasona Tquila Inc

September 2015 – May 2016

Responsibilities:

- Designed and developed best-in-class custom solutions within the Salesforce platform. Worked with management to identify new and creative opportunities to leverage the system to support additional business processes, workflows or functions and work with marketing team to lead lifecycle management.

- Undertook project specific Proof of Concepts activities to validate technical feasibility with guidance from the Application Architect.

- Created and managed administration processes including workflows, validation rules, approval process and assignment rules. Develop reports, dashboards, workflows and processes to continuously monitor data quality and integrity.

- Profiles, roles, permissions, rules, assignment rules, queues and storage management and primary point of contact for day-to-day user requests and administrative needs of users.

- Worked with SDLS migration from visualforce page for UI upgrade, Created custom objects, fields, lookup relationships, junction objects & master-detail relationships and Global pick list value sets to share the values across objects.

- Created Visual Force Email Template and used the Visual Force Component in the Email Template for sending the email daily, weekly, and Monthly reports using batch apex.

- Configured sharing rules, roles and OWD setting for record level settings and created custom profiles and assign the users to set the object level & field level setting.

- Developed Lightning components and Lightning apps to provide better and more interactive interfaces to end users, which help in sales enhancements.

- Migrated some Apps from Salesforce Classic to Lightning Experience to develop rich user interface and better interaction of pages.

- Worked on Lightning Process builder flows, Connect API, Chatter and Quick Action.

- Experienced in using Salesforce lightning design system for styling the lightning applications.

- Designed the security and sharing model for the application by creating roles, profiles, sharing rules, public groups, and organization wide defaults.

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Salesforce Architect

- Created Record types and Page layouts as per the business requirements on standard objects like Lead, account contact and opportunity.
- Worked on Apex classes, Visualforce Pages, Controller classes and Apex Triggers for various functional needs in the application.
- Developed Apex triggers, apex classes, batch apex and schedule apex to automate the business processes.
- **Built a new team in Bangalore, India with 25 members to support Japanese clients**

Salesforce Senior Developer

XCD HR Limited, Bangalore India

January 2013 – August 2015

Responsibilities:

- Closely worked with SalesForce.com team while implementing the solutions for the requirements.
- Developed several Triggers, Apex classes and Visual force pages as part of the application development.
- Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Reports and Opportunities.
- Experienced in using Lightning, Process Builder and Workflows, worked on customization of Visual force to have Lightning Experience (LEX) for Applications.
- Generated SOQL, SOSL Queries for maintenance of multiple objects.
- Experienced in Service Cloud, Sales cloud, Marketing Cloud and SFDC Customer Communities.
- Configured and customized Service Cloud Cases, Assignment rules, Escalation & Auto response rules and Email-to-case in the exchange server.
- Implemented the web-to-lead functionality for the marketing campaign.
- Wrote Apex classes with customized logic using SOQL, Database methods, Apex triggers upon record create/update/delete/merge.
- Developed custom UI suing CSS, HTML, Visualforce components and used jQuery, JavaScript for front-end validation.
- Worked with Setup Audit Trail to gather information about client usage.
- Used data loader, information tools on demand for day-to-day data management activities and migration of external data from legacy systems into salesforce.
- Worked with SDLS migration from visualforce page for UI upgrade

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Salesforce Architect

- Part of development team with Payroll integration system to hold details on Payroll, tax and currency conversion
- Develop proof of concepts, prepare a technical specification document, and implement the production quality application.