

Venkatesan Rethinam

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SKILLS

Languages — C#, JavaScript, PowerShell, KQL, HTML5, CSS, jQuery, Vue.js, TypeScript, Angular, React

Technologies — ASP.Net Core, MVC, REST API, Angular App, Azure(Apps, Insights, Config, KV, APIM, Storage, ADF, Workbook, Cognitive Search, DevOps, Service Bus), Orchard CMS, OpenIddict

Databases — MS SQL, PostgreSQL, Cosmos DB, Mongo DB, Redis

Tools — BigCommerce, Stripe, Sonarqube, Snyk, accessiBe, Google Analytics, Google Tag Manager, Microsoft Clarity, Semrush, Datadog

AI & Productivity — GitHub Copilot (Pair Programming), Gemini CLI (Automation & Scripting), OpenAI/Azure OpenAI Integration.

Prompt Engineering — Developing structured prompts for code refactoring, unit test generation, and SQL optimization.

WORK EXPERIENCE

Software Developer, Celer Systems

Apr 2026 – Present | Folsom, Sacramento, US

Client - CSAC

- Collaborate with stakeholders to **gather requirements and define technical solutions** for enterprise applications.
- Design **microservices-based architecture** and define API contracts using REST standards.
- Develop and deploy **.NET Core services and Azure-based integrations (Service Bus, Key Vault, App Config)**.
- Implement **secure configuration and secrets management**
- Build and maintain **CI/CD pipelines using Azure DevOps**
- Monitor production systems using **Application Insights** and perform **root cause analysis (RCA)**.

Stack: ASP.Net Core, Azure Service Bus, Azure DevOps, App Configuration and Key Vault, App Insights

Lead Software Engineer, Rexus Solutions

Jul 2025 – Mar 2026

Client - RetailStack

- Led **requirements analysis, sprint planning, and architecture design** for POS and restaurant management systems.
- Designed scalable **frontend-backend integrations using Angular/React and .NET APIs**.
- Developed and optimized **Azure-hosted applications and database performance**.
- Automated **log analysis and architectural reviews using Gemini CLI**.
- Mentored team and enforced **coding standards, code reviews, and SDLC best practices**.

Stack: ASP.Net Web API, Angular, React, Azure SQL, Azure App Insights, BitBucket Pipelines

Client - BJ's Restaurants

- Gathered requirements and built an **analytics dashboard for restaurant operations**.
- Developed backend APIs and **frontend UI using Vue.js and .NET Core**.
- Implemented **CI/CD pipelines (GitHub Actions) and automated deployment workflows**.
- Wrote **PowerShell automation scripts for application deployment and execution**.
- Leveraged **AI tools (GitHub Copilot)** to improve development speed and test coverage.

Stack: ASP.Net Core, VueJs, MS SQL Database, GridStack, GitHub Actions

Freelance Web Developer

Mar 2025 – Jun 2025

Client - Origence

- Analyzed requirements and designed **event-driven architecture using Azure Service Bus and NServiceBus**.
- Developed **message processing pipelines and distributed handlers**.
- Implemented **secure and scalable microservices using .NET Core**.
- Automated infrastructure provisioning using **Terraform (IaC)**
- Monitored and optimized **application performance and message throughput**.

Stack: ASP.Net Core, Azure Service Bus, Azure DevOps, App Configuration and Key Vault, App Insights, NServiceBus, MongoDB, Terraform

Lead Web Developer, WorldAtWork India

Aug 2021 – Feb 2025

- Led **end-to-end SDLC execution**, including requirement gathering, design, development, and deployment.
- Architected **enterprise web platform integrating LMS, Sales, Marketing, and Support systems**.
- Designed and implemented **cloud-native solutions using Azure services**.
- Built and maintained **CI/CD pipelines (Azure DevOps YAML)**
- Implemented **monitoring, logging, and alerting (App Insights, Datadog)**.
- Conducted **performance tuning, SEO optimization, and user behavior analysis**.
- Implemented **cost optimization strategies for Azure resources**.

Stack: ASP.Net Core, VueJS, API, MS SQL, Azure App Services, App Insights, Azure DevOps, App Configuration and Key Vault, Power Automate, BigCommerce, Salesforce, Orchard CMS, OpenIddict, Feature Management, Lucky Orange, MSFT Clarity, accessiBe

Technical Lead, Rencata

Dec 2020 – Aug 2021

Client - CUDirect

- Gathered requirements and designed a **performance monitoring system using Azure App Insights data**.
- Built **data aggregation and analytics pipelines for performance insights**.
- Developed APIs and dashboards for **visualizing system performance metrics**.
- Supported **deployment, monitoring, and ongoing enhancements**

Stack: ASP.Net Core Web API, Angular App, Azure - Cosmos DB, App Insights, Blob Storage, DevOps, App Configuration, Key Vault

Product Lead, Syncfusion Inc

Apr 2012 – Nov 2020

Products: **Bold ID, Bold BI, Bold Reports**

- Led **full product lifecycle (SDLC)** for IAM and SaaS analytics products.
- Designed and implemented **secure authentication systems (OAuth2, OpenID, JWT)**.
- Architected and deployed **multi-tenant SaaS applications on Azure**.
- Developed **REST APIs, backend services, and frontend components**.
- Built **CI/CD pipelines and automated deployments**.
- Collaborated with stakeholders for **requirements gathering and feature planning**.

Stack: ASP.Net Core, MVC, Azure SQL with Elastic pools, Azure App Services, Traffic Manager, Storage Account, Stripe, Google Analytics, JIRA, BitBucket, cake scripts, PowerShell, KQL, jQuery, Syncfusion UI controls, PostgreSQL, MySQL, Azure AD, NUnit, Entity Framework

PERSONAL PROJECTS

DevCtx - Developer Context Manager [↗](#)

Captures and restores full developer environments across tools

<https://github.com/vengi83644/devctx> [↗](#)

SQL Query Analyzer and Optimizer AI [↗](#)

AI-powered SQL optimization using EF Core interceptors + real-time dashboard

<https://github.com/vengi83644/VW.QueryOptimizer.AI> [↗](#)

EDUCATION

Bachelor of Engineering in Electrical & Electronics,

2007 – 2011

Saranathan College of Engineering

Completed my bachelor's degree in Electrical and Electronics Engineering by performing a performance analysis of the Indirect Vector Control of an Induction Motor using non-linear loads in MATLAB-SIMULINK.

OPEN SOURCE CONTRIBUTIONS

Orchard Core [🔗](#)

Contributions: Enhanced admin navigation and link field capabilities