

# AYONA DARSHANI

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## PROFESSIONAL SUMMARY

Results-driven Software Engineer with 5+ years of experience specializing in PHP, Laravel, CodeIgniter, WordPress, and React. Adept at developing scalable backend solutions, optimizing system performance, and leading cross-functional teams. Expertise in RESTful API development, cloud deployment, and system architecture. Proven ability to enhance project efficiency, drive automation, and improve team productivity.

## WORK EXPERIENCE

### Associate Technical Lead

7needle (Pvt) Ltd | Jan 2024 - Present

- Led the architecture and design of multiple web applications, improving system efficiency
- Spearheaded API development, reducing response time, enhancing user experience.
- Managed a team of 5+ developers, providing mentorship that boosted team productivity.
- Implemented DevOps automation, reducing deployment time.
- Directed technical feasibility studies, ensuring 100% project success rate.

### Senior Software Engineer

Ogilvy Digital ( 3 Years) | Nov 2020 - Dec 2023

- Led backend development for 15+ projects, improving platform stability and reducing downtime.
- Designed scalable architecture, increasing system capacity to handle more concurrent users.
- Supervised a team of junior developers, reducing bug reports through structured code reviews.
- Developed payment gateway integrations.

### Software Engineer

Ogilvy Digital | July 2019 - Oct 2020

- Developed and optimized backend logic, reducing server load and improving query performance.
- Participated in feasibility studies for enterprise-level projects, improving delivery efficiency.
- Automated CI/CD pipelines, reducing manual deployment efforts.

### Software Engineer

RedOmni | Nov 2018 - June 2019

- Managed backend development for e-commerce and SaaS platforms, improving load time .

### Software Engineer


Incubate Labs (4 Months)

- Implemented an abandoned cart tracking and analysis system, increasing order recovery rates and optimizing user engagement.

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## EDUCATION

### B.Sc. (Hons.) in Information Technology

 University of Moratuwa | March 2014 - July 2018

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## KEY SKILLS & EXPERTISE

- Programming Languages: PHP, JavaScript, jQuery, Python (Flask)
  - Frontend Technologies: React, Next.js, Tailwind CSS, Bootstrap
  - Backend Frameworks & CMS: Laravel, CodeIgniter, WordPress
  - Database Management: MySQL
  - Server & Deployment: Shared VPS Management, Git
  - API & Integrations: RESTful API Development, Payment Gateway Integration, SMS Gateway Integration, Email Services Integration
  - SEO & Digital Strategy: Advanced SEO Techniques
  - Leadership & Management: Team Leadership, Technical Mentorship
  - Project Management: Feasibility Analysis, Requirements Gathering, Project Architecture & Solution Design
  - Emerging Technologies: Augmented Reality (AR)
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## CERTIFICATIONS & TRAINING

- Digital Fundamentals - WPP Future Readiness Academies V1.02
  - Digital Fundamentals - WPP Future Readiness Academies V1.02
  - General Data Protection Regulation (GDPR)
  - Martech - WPP Future Readiness Academies V1.2
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## NON-RELATED REFEREES

### Prageeth Manimendra

Head of Client Relations

NeroSoft Solutions (Former Assistant Manager Business Development at Ogilvy)

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