POOJA PARIKH
Front-End Web Developer

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Mobile	Email	Portfolio	Address

Professional Summary

Front-End Web Developer with 8+ years of experience building responsive, user-friendly, and high-performing websites, including WordPress-based sites. Skilled at transforming design mockups into seamless digital experiences, optimizing performance, and collaborating with cross-functional teams to deliver impactful solutions across e-commerce, marketing, and front-end projects.

Technical Skills

Web Development & Programming: HTML5, CSS3, JavaScript, PHP, MySQL
Libraries & Frameworks: Bootstrap, SASS, jQuery
CMS & E-commerce Platforms: WordPress, WooCommerce, Shopify, BigCommerce, Magento, Webflow, Wix, Squarespace, Cratejoy, FDM4, Google Sites
UX & Design: Responsive Web Design, UI/UX Design, Wireframing, Figma, Landing Page Development
Optimization & Analytics: SEO, PageSpeed/GTmetrix, Google Analytics, A/B Testing
Version Control & Collaboration: Git, GitHub, Jira
Maintenance & Integrations: Website Maintenance & Support, APIs, Mailchimp, social media

Professional Experience

Front-End Web Developer | S&S Activewear | May 2025 - Present
- Continue front-end development post-acquisition, building responsive and user-friendly web interfaces.
- Built responsive web pages with HTML, CSS, and JavaScript for flawless cross-device functionality.
- Collaborated with cross-functional teams to implement design updates and new features.
- Participated in code reviews and knowledge-sharing sessions to maintain coding standards.

Web Developer | alphabroder LLC | Feb 2021 - April 2025
- Managed development and maintenance of two high-revenue websites for optimal performance.
- Built 40+ responsive landing pages using HTML5, CSS3, and JavaScript.
- Optimized page structures for SEO and implemented UTM tracking for campaigns.
- Translated 30+ marketing designs into functional code with designers.
- Resolved complex issues in JIRA, improving workflow and project tracking.

Web Developer (Freelance) | Various Clients | Apr 2020 - Present
- Designed & developed responsive e-commerce websites, boosting engagement by 35% & sales by 25%.
- Managed hosting, DNS, and SSL, ensuring 99.9% uptime and improved security.
- Provided client support, resolving 95% of issues within 24 hours and increasing satisfaction by 30%.
- Integrated websites with social media and email tools, improving cross-channel engagement by 40%.

Website Developer | ULE Group LLC | May 2019 - Mar 2020
- Executed full-stack website launches, ensuring seamless UX and cross-browser compatibility.
- Monitored hosting, databases, and uptime, achieving 99.9% availability and 20% faster load times.
- Communicated technical issues clearly, improving problem resolution and team collaboration.

Shopify Developer & Project Manager | Lot Stop LLC | Sep 2017 - May 2019
- Oversaw end-to-end e-commerce site operations, ensuring seamless performance.
- Applied mobile-first approach, boosting mobile traffic by 30%.
- Collaborated with designers to streamline development, reducing time and post-launch issue by 20%.
- Conducted thorough testing to ensure error-free launches.

WordPress Developer | The Seamless Method LLC | Jun 2017 - Aug 2017
- Redesigned and maintained the company website, improving responsiveness.
- Enhanced UX and ensured consistent cross-browser performance.

Front-End Web Developer | Beauteque LLC | Jun 2016 - May 2017
- Served as the principal web developer, overseeing the planning, programming, and launch of three main company websites, resulting in a unified digital presence and streamlined management.
- Optimized e-commerce performance by setting up Google Analytics (25% improvement in tracking accuracy) and designing responsive HTML emails to support data-driven marketing campaigns.

Web Developer – Intern | Coreway Solution LLC | Jan 2014 - Jun 2014
- Built SEO-friendly websites, increasing organic traffic by 35%.
- Converted design mock-ups into responsive web pages.

Education

Master of Science: Computer Science - New York Institute of Technology, Dec 2015 | GPA: 3.93/4
Bachelor of Engineering: Computer Science - Gujarat Technological University, May 2013 | GPA: 3.50/4