ROHIT VASUDEVAMURTHY

571-363-6065 | rooh.dev311@gmail.com | Portfolio: **rohitvasu.dev** | **linkedin.com/in/rohit-vasu**

PROFESSIONAL SUMMARY

- Web developer with 6 years of experience in building responsive, accessible, and high-performing websites. Developed over 20+ websites in a WordPress development environment from conception to deployment with experience developing custom themes and plugins using programming languages such as PHP, HTML, CSS, and JavaScript.
- Experience implementing standard SEO practices, ADA compatibility, and producing google analytics reports.
- Creating marketing campaigns such as landing pages and email marketing.
- Expertise in React JS framework to develop the SPA. Good experience in using React JS components, Forms, Events, Keys, Router, Animations, and Flux concepts.
- Experienced in all phases of the software development life cycle (SDLC), which includes User Interaction, Analysis, Design, Development, Implementation, and Deployment.
- Instrumental in starting new projects and driving them through Proof-of-Concept to Production.
- Strong communication, collaboration & team-building skills with proficiency in grasping new technical concepts quickly.
- Experience in using React JS components like Forms, Events, Keys, Router, plus Redux, Animations and Flux in creating interactive UI's using One-way data flow.
- Participated with the QA team in bug thrashing sessions to discuss and resolve bugs that were reported in JIRA.
- Produced 10+ SEO reports addressing core web vitals, recommended standard SEO, and Google Page Speed Insights practices to improve website performance by 46%.
- Extensive use of Node.js and Mongo DB along with Mongoose.JS to create server-side applications.
- Worked through cross-browser compatibility issues with layout and styles and fixed major bugs for supported browsers and platforms.
- Ability to use Node.js, and Express.js.

WORK EXPERIENCE

MARSTUDIO, INC (Full-time) | WEB DEVELOPER | Mar 2020 – Present

- Developed over 20 WordPress websites from PSD files to deployment with cross-browser testing, development, and maintenance using the Elementor page builder, HTML, and CSS.
- Facilitated in setting up critical web hosting environments such as SSL certificates, DNS, and CNAME records. Helped in migration and transition of web hosts which resulted in over a 30% increase in server performance.
- Led troubleshooting and diagnosed 400+ bugs and technical issues, using chrome inspector dev tools and addressed ADA complaint issues and updates of the sites throughout the production cycle.
- Conducted research and created documentation and reports to improve the efficiency of the development cycle by 30% and save over 16 hours in resource time.
- Implemented new strategies and solutions by developing a combined 10+ custom themes and plugins to meet clients' unique requirements.
- Developed user interface by using React JS, Flux for SPA development.
- Worked in using React JS components, Forms, Events, Keys, Router, Animations and Flux concept.
- Work involving uploading files to S3 Buckets – third party integration.
- Collaborated with project manager and marketing team to create marketing strategies like landing pages, and email campaigns to increase conversion rate by 40%.
- Created several webpages using Node.js.

- Extensive use of Node.js and Mongo DB along with Mongoose.JS to create server-side applications.
- Produced 10+ SEO reports addressing core web vitals, recommended standard SEO, and Google Page Speed Insights practices to improve website performance by 46%.
- Involved in development of backend using Nodejs
- Assisted in auditing websites and producing web performance reports and implementing suggested changes after approval.
- UI development with technologies like HTML5, Bootstrap, ReactJS, Angular2, TypeScript, jQuery, Redux and ES6.

LAWYERS' COMMITTEE FOR CIVIL RIGHTS (Contract) | WEB MANAGER | Oct 2020 – Mar 2021
- Supervised a team of 4 members to revamp the design, content, and performance of the website. Led restructuring of the website over 3-4 weeks to improve performance by 38%.
- Analyzed over 5+ monthly google analytics reports to improve the conversion rate by 17% and decrease bounce rates by 33%.
- Proposed new plugins and features to improve the usability, interactivity, and responsiveness of the website which resulted in a 35% increase in customer satisfaction.
- Participated in day-to-day meetings, status meetings, strong reporting, and effective communication with project managers and developers in an Agile environment.
- Responsible for coding, testing, and documenting various procedures, and functions for libraries and stored procedures, which were commonly used by different modules.
- Fixed nearly 40 bugs in 2 months alongside with development of web pages.
- Responsible for the overall layout design, color scheme of the web site using HTML, XHTML, CSS3 and RWD and Responsible for creating detailed wire frames and process flows.
- Worked with JIRA Tool to keep track of the Bugs/Issues/Features list.

CENTER FOR AMERICAN PROGRESS (Contract) | JAVASCRIPT DEVELOPER | May 2020 – Aug 2020
- Coded and deployed a **COVID Childcare Calculator** using HTML, Materialize UI CSS framework, and Vanilla JavaScript by collecting JSON data from all 50 US states.
- Coordinated the project with Art Director and Senior developer to achieve the goal on time by meeting a fast-paced deadline of 3 months, which is being used by USA government school officials.
- Incorporated Microsoft Excel for data cleaning, JSON format for the code, and Adobe XD for design.
- Responsible for the overall layout design, and color scheme of the website using HTML, XHTML, CSS3, and RWD and Responsible for creating detailed wireframes and process flows.
- Created reusable TEMPLATES and style sheets based on UI standards and guidelines.
- Coding, and testing of reusable JavaScript, CSS3, HTML5 / libraries for complex UI controls.
- Used RESTful APIs which support JSON and XML to access back-end data payload.

GMU – Auxiliary Enterprise Department (Part-Time) | WORDPRESS DEVELOPER | May 2018 – Dec 2019
- Requirement gathering from clients, created sitemaps, and developed 5 websites from conception to deployment.
- Helped transition 3+ websites from old themes to new ones on WordPress.
- Improved responsiveness and customer satisfaction by 40%. Diagnosed 200+ bugs and errors and implemented solutions.
- Established pages using CSS3 to maintain the uniformity of all the screens throughout the application and positioning of screen objects.
- Made enhancements to existing CSS and DIV tags and made upgrades using the Twitter Bootstrap model.
- Performed client-side validations using JavaScript.

INDIA SYNDICATE PVT. LIMITED (Internship) | CONTENT MANAGER | Jan 2016 – Mar 2016
- Created content for over 30+ articles.
- Data management using Microsoft excel.
- Writing scripts for 10+ YouTube videos and YouTube channel management.

PARENTOF (Internship) | VISUAL DATA ANALYST | Sept 2016 – Nov 2016
- Designed and developed over 40+ reports with data visualization for clients using infographics and tableau.
- Worked in a fast-paced start-up environment which later received 1 million in funding.
- Worked on google analytics and key words management.

EDUCATION
- **Master's in software engineering**, **George Mason University**, Graduation Year 2019

SKILLS
- **Languages:** PHP | HTML | CSS | JavaScript
- **Web Technologies:** Bootstrap | Materialize UI | Typescript | JSON | Tailwind CSS
- **Script Libraries:** jQuery | Node JS | Express JS
- **Others:** React | MySQL | MongoDB | Git | WordPress | Amazon Web Services | Drupal