Dishani Biswas

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Professional Summary

Results-driven **Web Designer & Organic SEO Specialist** with **11+ months of experience** in **WordPress**, **Divi**, **Elementor**, **Shopify**, and **WooCommerce** development. Proven track record in designing **15+ responsive websites** and optimising **50+ SEO-focused content pieces**, leading to **up to 30% sales growth** and **25% higher user engagement**. Skilled in **technical SEO**, **on-page optimisation**, and **e-commerce conversion strategies**. Adept at using **Google Analytics**, **Google Search Console**, **SEMrush**, and AI tools like **ChatGPT** to deliver data-driven results and save up to **6 hours weekly** through process automation.

Professional Experience

Web Designer
Logotak | 2024 – Present

- Designed, developed, and launched **10+ responsive websites** using **WordPress**, **Divi**, and **Elementor**, improving average session duration by **25%** and reducing bounce rates by **20%**.
- Built and customised **3+ Shopify** and **2+ WooCommerce** e-commerce stores with optimised product pages, secure payment integrations, and fast-loading layouts, increasing client sales by **25–30%**.
- Conducted **8+ detailed SEO audits** per quarter, applying **technical SEO fixes**, **on-page optimisation**, and **content strategies** that improved keyword rankings by **15–25%** and boosted organic traffic by **20%** within 90 days.
- Created and optimised **50+ SEO-rich content pieces** (blogs, product descriptions, landing pages), driving a **35% increase in impressions** and **20% CTR improvement**.
- Implemented **structured data markup**, **schema**, and **mobile-first design**, raising Google PageSpeed Insights scores by **15%** and enhancing mobile SEO.
- Led **website architecture planning** for 5+ projects, improving navigation UX and reducing average page load time by **1.5 seconds**.
- Delivered **monthly SEO reports** to **5+ clients**, providing data-backed recommendations that boosted lead conversions by **10–15%**.
- Maintained **100% on-time delivery rate**, reducing client response time by **40%** and increasing satisfaction and retention.
- Conducted **UI/UX testing** across 10+ projects, resolving **95% of bugs pre-launch**, reducing post-delivery revisions by **35%**.
- Leveraged **AI tools** like ChatGPT to automate keyword research, content creation, and reporting, saving **5–6 hours weekly**.

Key Projects

- **Website Design & Development** – vizdom.in, cognitconsulting.in, globalaid.in
  Developed complete websites from wireframing to deployment using **WordPress**, **Divi**, and **Elementor**, achieving **20% higher engagement rates** post-launch.
- **AzharYong.com**
  Planned site architecture, created **SEO-optimised content**, and implemented **organic marketing strategies**, resulting in a **20% increase in lead generation** within 3 months.
- **Logotak.in**
  Co-developed company website, ensuring consistent brand identity and improving site load time by **1.2 seconds**.
- **SamsadBooks.in (Shopify)**
  Built a fully functional **Shopify store** with optimised product categorisation and mobile-friendly UI, improving product discoverability and increasing sales by **25%**.
- **Tantukala (WooCommerce)**
  Designed and customised a **WooCommerce e-commerce store** with secure payment gateway integration and optimised checkout flow, increasing conversion rates by **20%**.
- **DeyBookStore (Shopify)**
  Developed a complete **Shopify e-commerce platform** with streamlined product browsing and responsive design, improving average order value by **15%**.
- **Ongoing SEO & Digital Marketing**
  Providing continuous **SEO, keyword strategy, and social media optimisation** for multiple clients, resulting in **20–25% growth in organic reach**.

Technical Skills

- **Web Development:** WordPress, Divi, Elementor, HTML5, CSS3, JavaScript, Bootstrap
- **E-commerce:** Shopify, WooCommerce, Wix
- **SEO Tools & Techniques:** On-Page SEO, Off-Page SEO, Technical SEO, Yoast SEO, Google Search Console, SEMrush, Ubersuggest, Structured Data Markup
- **Analytics & Reporting:** Google Analytics, Google Tag Manager, Google Data Studio, Excel (Pivot Tables, VLOOKUP)
- **Social Media Management:** Meta Business Suite, Instagram, Facebook, LinkedIn, Buffer, Hootsuite
- **Design Tools:** Canva, Basic Adobe Photoshop, Figma
- **Marketing Tools:** Mailchimp, Trello, Notion, Grammarly, ChatGPT

Certifications

- Dynamic Web Application Development (PHP & MySQL) – NIIT | 1 Month

- Machine Learning Using R & Python – Orients InfoTech | 1 Month

Education

B.Tech in Information Technology
Maulana Abul Kalam Azad University | 2019