GANESH.P
FRONT END DEVELOPER

https://developer-ganesh.web.app/ │ 8056611391 │ ganeshpaulraja@gmail.com │ 7/46 peyode,kanayakumari-629201

LINKS

- **Portfolio:** developer-ganesh.web.app
- **Github:** Ganesh-Paulraja
- **Linkedin:** Ganesh P

SKILLS

Programming:

- HTML
- CSS
- SCSS
- JAVASCRIPT
- REACT
- REDUX
- TAILWIND
- NODE JS
- EXPRESS
- MONGODB

Tools:

- Git
- Vs Code
- Figma
- development tools in browser

LANGUAGES

- ENGLISH
- TAMIL

EDUCATION

Diploma in Mechanical Engineering	2017-2020
12th Grade	2015-2017

INTERESTS

- Technology
- Self Improvement
- Reading books
- Fitness

PROFILE SUMMERY

Experienced React Developer adept in HTML, CSS, SCSS, and JavaScript. Specializing in React, Redux, Axios, and Formik for seamless frontend experiences. Proficient in integrating backend services with Express, Node.js, and MongoDB. Committed to crafting clean, scalable code for dynamic web applications.

PROJECTS

Fruit shop website: [Click here to visit the live site]

- Created a fruit shop website using the MERN stack, incorporating MongoDB, Express.js, React.js, and Node.js.
- Crafted the website's visual appeal with SCSS for enhanced styling and employed Axios for seamless data handling.
- Optimized user experience by implementing Redux for efficient state management.
- Effectively deployed and hosted the website using Firebase and MongoDB Atlas, ensuring accessibility and seamless user interaction.

Card shop website: [Click here to visit the live site]

- Developed a captivating React card shop website with dynamic styling using SCSS.
- Hosted the website on GitHub Pages for seamless accessibility.
- Integrated React's component-based structure for enhanced modularity and maintainability.

WORK EXPERIENCE

Frontend Developer

Convertcart: eCommerce Growth Platform and Consulting , Bengaluru	14/12/2021 - 21/3/2024 **2 years 3months**

- Spearheaded conversion rate optimization campaigns using HTML, SCSS, JavaScript, jQuery, and React, driving significant increases in website performance.
- Developed custom email templates, leveraging HTML and CSS expertise to deliver visually compelling and responsive campaigns.
- Collaborated cross-functionally to align frontend development efforts with marketing objectives, ensuring maximum impact of email campaigns.
- Implemented strategic frontend enhancements to streamline navigation and boost user engagement metrics.
- Demonstrated proficiency in crafting engaging email content, optimizing deliverability and user experience.