

Ajay Singh

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[Portfolio](#)

[Github](#)

PROFILE

Front-End Web Developer with 5+ years of experience delivering conversion-driven websites, apps, and digital campaigns across healthcare, education, and startups. Skilled in UI/UX design, WordPress, React.js, and automation, I manage the full cycle from Figma mockups to production-ready builds. My mix of technical expertise and creative skills in motion graphics, branding, and multimedia allows me to craft digital experiences that drive measurable growth.

EXPERIENCE

Web Developer and Graphic Designer, BoomerangFX

2023 Dec – Present

- Led the full website lifecycle — discovery calls, Figma mockups, weekly client updates, and coded builds — upgrading outdated sites to boost revenue, clicks, and conversions.
- Built and launched 50+ custom WordPress & Webflow sites (PHP, ACF, Bricks, Elementor, JS/SCSS), delivering responsive, conversion-focused platforms.
- Designed and implemented custom components (ROI calculators, booking flows, dynamic layouts) integrated with CRM/EMR systems, improving lead capture by 20%.
- Integrated AI chatbots and automation funnels, streamlining scheduling and increasing lead quality.
- Migrated 130+ Unbounce landing pages into reusable WordPress templates, cutting dev time 40% and boosting engagement 25%.
- Migrated WooCommerce to Stripe, creating custom checkout links that shortened the sales cycle and helped the sales team close deals faster.
- Used heatmaps (Microsoft Clarity) and A/B testing to refine layouts and optimize funnels.
- Integrated React-based EMR booking system, enabling direct online booking and driving a 20%+ increase in completed appointments.

Full-stack Developer, Freelance

2023 Sep – 2023 Dec

- Led end-to-end projects for local businesses, from discovery to deployment.
- Designed Figma mockups and responsive UI refined through client feedback.
- Built custom websites and apps using React.js, Node.js, PHP, and WordPress, tailored to client needs.
- Integrated Stripe, Mailchimp, and REST APIs to enable payments, newsletters, and CRM workflows.
- Applied responsive design and accessibility best practices, improving SEO and mobile usability.

Multimedia Designer, The Royal Conservatory of Music

2021 Nov – 2023 Apr

- Designed and developed interactive e-learning modules in Moodle, HTML5, and JavaScript, serving 5,000+ learners monthly.
- Built 20+ reusable SCSS-based LMS templates, cutting build time 30%.
- Created and standardized 200+ multimedia assets (graphics, animations, motion design) using Figma and Adobe Suite.
- Collaborated with educators and developers to deliver mobile-optimized, accessible learning experiences.
- Edited and embedded video lectures and motion graphics, enhancing learner engagement.

Web Developer & Graphic Designer, Freelance

2020 May – 2021 Aug

- Built custom WordPress and static websites (HTML, CSS, JS) for small businesses.
- Created mockups, branding assets, banners, and posters, providing full design support.
- Delivered 3D modeling in Google SketchUp for client marketing use.
- Provided freelance photography (headshots, product, and space/office shoots).
- Improved visibility through SEO strategies and Google Analytics tracking.

Digital Media Intern, Benelux Tek Group Inc

2019 Apr – 2019 Aug

- Redesigned front-end layouts for user-friendly navigation and responsive functionality.
- Built banner ads and reusable Mailchimp templates to support campaigns.
- Managed and automated social content scheduling with Hootsuite, boosting engagement.
- Applied SEO tools (SEMrush, Google Analytics) to refine strategy and improve search visibility.

EDUCATION

Software Engineering Diploma, Brainstation

Bachelor of Digital Communications, Humber College

SKILLS

Front-End

React.js, Next.js, JavaScript, HTML5, CSS3/SCSS, Tailwind

CMS & Platforms

WordPress (ACF, Bricks, Elementor, Gutenberg), Webflow, Sanity, Drupal, Adobe Experience Manager (AEM)

Design & UX

Figma (Advanced, 5+ years), Adobe XD, Sketch, Illustrator, Photoshop, InVision, Zeplin; Wireframing, User Flows, Interaction Design, Journey Mapping, Usability Testing, Accessibility (WCAG 2.1), Research Synthesis

Backend & Integrations

Node.js, PHP, REST APIs, GraphQL, Stripe, Mailchimp, EMR/CRM Integrations

AI & Automation

ChatGPT, Midjourney, Galileo AI, Cursor, Runway ML, Figma AI plugins (Make, Autoflow); AI chatbots, behavior-triggered funnels, CRM/EMR integrations, Stripe custom checkouts, API workflows

Multimedia & Creative

Adobe Premiere Pro, After Effects, Motion Graphics, Video & Podcast Production, 3D Modeling (SketchUp, Blender), Photography