

# Murtaza Khopoliwala

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## Professional Summary

Front-End Developer skilled in HTML5, CSS3, JavaScript (ES6+), React.js, and Next.js with 2+ years of experience. Proficient in Bootstrap and Tailwind CSS, with expertise in creating responsive, high-performance web applications.

## Work Experience

### Setoo Solutions Pvt Ltd

2023 – 2025 | Pune, India

UI/UX Developer

**Tech Stack:** React.js, Next.js, JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Bootstrap, Sanity.io, Strapi, GSAP, Storybook, REST APIs, Node.js, Vercel, Google Analytics, Lighthouse, SEO Optimization

#### Projects Handled :

##### 1) Qualitia.ai

#### Role and Responsibilities:

- Engineered **over 25 high-performance, reusable UI components** using **React.js** and **Tailwind CSS**.
- Integrated **Strapi CMS** for efficient **real-time content management**
- Optimized website **performance** by **25%** through advanced strategies like **lazy loading, image compression**.
- Leveraged **GSAP animations** for **dynamic interactions**, boosting **user engagement** by **30%**.

##### 2) Setoo.ai – AI Communication Agents

#### Role and Responsibilities:

- Crafted **mobile-first landing pages** with **Next.js**, driving a **20% increase** in **lead conversions**.
- Designed a **high-performance Sanity.io CMS**, reducing **content load times** by **35%** with optimized **GROQ queries**.
- Collaborated in **Agile sprints** with cross-functional teams to continuously refine **UI/UX**, increasing **user session duration** by **25%**.
- Implemented a comprehensive **SEO strategy**, resulting in a **40% boost** in **organic traffic** and a **15% increase** in **SERP visibility**.

### Geexu Technologies

2022 – 2023 | Pune, India

Associate UI Developer

##### 1) Mediqlogix

**Role and Responsibilities:** Built a responsive UI with **Next.js** and **Tailwind CSS** for seamless cross-device performance.

- Created **20+ reusable components** and integrated **Sanity CMS** for dynamic content management.
- Applied **SEO optimizations** like meta tags and structured data to enhance visibility.
- Boosted performance using **lazy loading** and image optimization techniques.

## Skills

### Technical Skills

- Frontend Development:** Next.js, React.js, JavaScript (ES6+), TypeScript, HTML5, CSS3
- Performance Optimization:** Lazy Loading, Code Splitting, Image Optimization
- UI & Styling:** Tailwind CSS, Bootstrap, Ant Design, GSAP, Framer Motion, Responsive Design
- SEO & Metadata:** Open Graph, Canonical Tags, Structured Data, Dynamic Metadata Generation
- CMS & APIs:** Sanity, Strapi, REST APIs, Fetch/Axios, Groq
- Version Control & Deployment:** Git (GitHub), Vercel, Netlify

## Education

### Trinity Academy of Engineering Pune

2020 | Pune, India

B.E in Mechanical Engineering

Got First Class with CGPA of 6.79

## Courses

### Diploma in UI/UX Development

Envision Computer Training Institute Pvt Ltd

- Gained hands-on experience in **UI/UX principles, React.js**, and **responsive web development**
- Applied UI/UX principles in **real-world projects** to improve user experience and design quality.