PRITESH NEELESH ZAVERI

SENIOR UI DEVELOPER

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PROFESSIONAL SUMMARY

Senior UI Developer with 5+ years experience and specialization in HTML, CSS & Javascript development. Designed websites and applications that increased user engagement by 30% and resolved persistent browser compatibility issues for Firefox & Internet Explorer users whilst rigorously adhering to project deadlines. Shown my proficiency in building more than 16 responsive websites, 12 blogs, 5 data dashboards, 2 REST APIs, 6 HTML e-mailers, Web Components, Highly optimized landing pages, and Ad integrations for the Ad Tech industry.

WORK EXPERIENCE

Media.net Software Services (India) Pvt. Ltd   Mumbai, India

Senior UI Developer (December 2017 - Present)
- Converted more than 30 PSD and Zeplin designs to Web pages using HTML, CSS, and Javascript.
- Developed highly performant websites in React using NextJs with page-speed scores above 90.
- Mentored 4 new joiners and trained them in 3 weeks, thus increasing the team's efficiency.
- Delivered 28 websites with engaging user experience and highly optimized code that helped reduce load times by 60% and increased revenue by 35%.
- Ensured Google DFP/ADX is implemented in the right way and the data flow to Google Analytics and Tag Manager is happening smoothly.
- Improved Code readability and re-usability of WordPress custom themes by implementing OOP architecture and refactoring the code to decrease development time by 70%.
- Used GraphQL with WordPress to create a headless WP CMS that bypasses the invocation of core WP files, resulting in an 85% lesser response time than native WP REST API.

Freelance App Developer   Mumbai, India

Vow Jewels LLP. (July 2020 - November 2020)
- Created a lightweight mobile application with rich UI for the client using Ionic 4, Laravel & MySQL.
- The application enabled the client to increase the user reach by 4 times and increase in revenue by 300%
- Link: https://play.google.com/store/apps/details?id=vow.gold.investment

Accenture Solutions Pvt. Ltd   Mumbai, India

Application Development Analyst (August 2016 - December 2017)
- Trained in SAP (Sales and Distribution) module and was part of a support team for the implementation of SAP modules for a very high-profiled client based in the USA.
- Researched and Developed more than 7 Automation tools that helped in saving more than 3000 employee hours and $750,000 of operating costs for the client.
- Identified gaps, issues, and work around solutions in SAP Sales and distribution module curated for the client resulting in increased revenue of more than 40%.
- Wrote, updated, and maintained technical program, end-user documentation, and operational procedures.
- Got Awarded with star employee of the month 2 times for the major contribution of huge financial savings for the client and cutting down operating costs by 50%.

EDUCATION
- Bachelor of Engineering in Information Technology, June 2016 - **University of Mumbai**
- Undergraduate Coursework: Computer Graphics, Distributed Systems; Computer Simulation and Modelling, Structured Programming Approach, Object-Oriented Programming Methodology.

SKILLS
- **Languages and Tools:** HTML, CSS, Javascript, Jquery, PHP, WordPress, SCSS, PostCss, ReactJs, AngularJs, MySQL, MongoDb, NodeJs, Laravel, Ionic 4, GraphQL, Photoshop, Zeplin.
- **Professional Skills:** Website Optimization, Agile, and Scrum methodologies, Modular Programming, SEO, Design Patterns and Principles, Effective Communication.