

# ROHIT

Madison | [LinkedIn](#) | (608) 239-8983 | i.rohit777@gmail.com

## EDUCATION

---

### University of Wisconsin-Madison

Master of Science in Information Science (GPA: 4.00/4.00)

Madison, WI

09/2023 - Present

- Key Coursework: Information Architecture & Web Design, Building User Interfaces, User Experience

### Delhi Technological University

Bachelor of Technology in Mechanical Engineering (GPA: 8.00/10.00)

New Delhi, IN

08/2014 - 06/2018

## PROFESSIONAL EXPERIENCE

---

### Meesho

Frontend Developer

Bengaluru, Karnataka

11/2021 - 06/2023

- Collaborated with the users acquisition team managing a monthly budget of 850K USD. Executed front-end development projects aligned with the team's marketing experiments.
- Engineered and updated custom product landing pages using React.js, boosting new app downloads by 10% and first order acquisition by 18%.
- Designed weekly surveys focused on audience demographics using React hook form, raising form completion rates by 20% and providing valuable insights for targeted remarketing.
- Boosted remarketing conversion rate by 5% by implementing and optimizing A/B testing scenarios.

### Pristyn Care

Associate – Growth Marketing

Gurugram, Haryana

07/2021 - 11/2021

- Created 500+ landing pages with Leadpages tool while experimenting with page elements & content to increase click-through rate by 10%.
- Coordinated development of AMP landing pages project for 15+ disease categories which brought page loading time to 4 seconds.

### Blemacion Technologies

Software Developer – Web

New Delhi, Delhi

07/2019 - 06/2021

- Developed and implemented front-end projects for diverse clients, utilizing HTML, CSS, JavaScript, and React components, resulting in an average increase of 10% in website conversion rates.
- Collaborated with business team to develop website for new ecommerce business utilizing WordPress and plugins like Elementor and WooCommerce which boosted online sales by 25%.
- Created a Comments screen feature for supply chain management company utilizing React.js enabling seamless communication among users, resulting in a 40% increase in user engagement and a 25% reduction in response time.

### The Sparks Foundation

Web Development & Designing Intern

Remote, India

03/2019 - 04/2019

- Developed banking website which could store user data in SQLite database.

## SKILLS

---

- Programming Languages: JavaScript, TypeScript, Python
- Web Technologies: React 16+, HTML5, CSS3, Bootstrap, NPM, API
- Tools and Platforms: Git, GitHub, Jira, Google Firebase
- Databases: MySQL
- Analytical Tools: MS Excel, Mixpanel, Google Analytics 4

## ACTIVITIES

---

- Completed United Nations Global Compact learning course on Gender equality: How business can accelerate the pace of change – 2022.
- Eco Warrior for Earth Day Network India's Save Earth campaign 2021.