ROHIT

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EDUCATION

University of Wisconsin-Madison   Madison, WI
Master of Science in Information (UI/UX) (GPA: 3.92/4.00)   *09/2023 - Present*
- Key Coursework: Information Architecture & Interaction Design, Building User Interfaces, Analytics for Decision Making

Delhi Technological University   New Delhi, IN
Bachelor of Technology in Mechanical Engineering (GPA: 8.00/10.00)   *08/2014 – 06/2018*

PROFESSIONAL EXPERIENCE

Space Science and Engineering Center   Madison, Wisconsin
Programming Intern – User Interface   *06/2024 – 08/2024*
- Redesigning Global Cryosphere Watch (WMO) website utilizing HTML, CSS, JavaScript, PHP and WordPress.
- Collaborating with teammates to integrate design and functionality, ensuring a seamless user experience.
- Developing custom plugins, tables with advanced filters and download functionality for snow trackers.

Meesho   Bengaluru, Karnataka
Growth Marketing Associate   *11/2021 – 06/2023*
- Managed remarketing campaigns on Meta Ads to activate first orders from a user base of 70 million.
- Manipulated SQL queries using Presto tool to fetch remarketing audience data from data tables.
- Measured, analyzed and reported the performance of all-digital re-marketing campaigns (2 million USD budget) from Meta Ads & Mixpanel, and assessed against KPIs & CAC in Microsoft Excel.
- Conducted A/B testing and incremental lift measurement tests to find out the actual customer acquisition cost.

Pristyn Care   Gurugram, Haryana
Associate   *07/2021 – 11/2021*
- Created 500+ landing pages with Leadpages tool while experimenting with page elements to increase CTR by 10%.
- Revamped page performance using Hotjar, optimizing user experience and enhancing page engagement by 7%.
- Coordinated AMP landing pages project for 15+ health categories which reduced page loading time to 4 seconds.

Blemacion Technologies   New Delhi, Delhi
Software Developer - Frontend   *07/2019 – 06/2021*
- Collaborated with business team to develop an ecommerce website utilizing CMS tools like WordPress and extensive plugins like Elementor and WooCommerce which boosted online sales by 25%.
- Designed and developed a Comments feature utilizing React.js, enabling seamless communication among users, resulting in a 10% increase in user engagement and a 25% reduction in response time.
- Built a dynamic CMS frontend with JavaScript, CSS, jQuery, Tailwind CSS, and AJAX, featuring blog management webinar registration, and FAQs for a higher education business.

PROJECTS

Admin Panel Dashboard| *React, JavaScript, HTML, CSS*   [Website](#)
- Implemented React Router for navigation, pagination, and data organization in the admin panel, and utilized Recharts for dynamic area chart visualization. Integrated Material-UI Data Table and DataGrid for advanced table features.

Frontend Development Portfolio Website| *JavaScript, ReactJS*   [GitHub Pages](#)
- Created a responsive personal portfolio website to present user interface development skills in latest web technologies.

SKILLS

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

ACTIVITIES

- UW Meditation Club member (2024)