

Sarrah Gandhi

Full Stack Developer

Work Experience

Freelance Web & WordPress Designer

Remote | Jan 2023 – Present

- Designed and managed custom WordPress websites for small businesses and creators.
- Implemented site optimizations including page speed improvements, SEO best practices, and mobile responsiveness.
- Managed content updates and structured information architecture for better navigation and user experience.
- Applied no-code automation tools for streamlined client operations, including contact forms and booking systems.

Web Designer & Marketing Associate

Slay Coffee | Mumbai, India (Remote) | May 2022 - Dec 2022

- Maintained and optimized the company's WordPress website to support marketing campaigns and product launches.
- Improved site UX by fixing design inconsistencies, streamlining product pages, and ensuring responsive performance.
- Collaborated with marketing teams to implement SEO strategies, leading to improved search rankings and engagement.
- Monitored website performance using Google Analytics and identified key areas for content and conversion optimization.

Projects

QuirkyWeb – Fun Web Page Directory (Node.js + Pug)

Humber Project - BrickMMO | 2024

- Built a lighthearted web page directory using Express.js, Node.js, and Pug template engine.
- Focused on clean front-end rendering, basic routing, and dynamic content display through server-side templates.
- Practiced site structuring, minimal UX optimization, and ensured mobile responsiveness.
- Used it as a playful space to experiment with creative web layouts and design quirks.

Milestone Manager – Event Management Web Application

Capstone Project | Humber College | 2025

- Developed an event management platform using the MERN stack, supporting guest management, RSVP tracking, and task assignments.
- Applied UX principles to create user-friendly dashboards and RSVP flows.
- Integrated SEO best practices and optimized site performance using Lighthouse audits.
- Managed user roles and permissions with secure authentication, focusing on smooth admin and guest experiences.

Relevant Strengths

- Developer Mindset:** Confident working with Python, JavaScript, and SQL to create, test, and debug solutions.
- Problem Solver:** Enjoy tackling technical challenges collaboratively to create innovative banking tools.
- Communication:** Clear, proactive communicator, skilled at bridging the gap between technical teams and business stakeholders.
- Organized & Agile:** Experienced in working with Agile and Scrum methodologies, prioritizing tasks to meet project milestones.

Toronto, ON ·

thesarrahgandhi@gmail.com ·

416-988-4558

[Portfolio](#)

I am creative and detail-oriented Graphic Designer and Web Developer with a strong foundation in visual storytelling and front-end development. Skilled in HTML, CSS, JavaScript, and responsive design, with hands-on experience in tools like Adobe Creative Suite, Figma, and CMS platforms such as WordPress and Shopify. Proven ability to translate ideas into visually appealing, user-friendly websites and marketing assets. Adept at collaborating with cross-functional teams and delivering polished digital solutions that align with brand goals.

Core Skills

Programming Languages: HTML5, CSS3, JavaScript, SQL

Web Technologies: WordPress Development, React, Node.js, Express.js

Database Systems: MySQL, MongoDB

CMS & Tools: WordPress CMS, Git, GitHub, Google Analytics, No-Code Automation Tools

UI/UX & Optimization: UX Design, SEO Implementation, Web Performance Optimization, Content Structuring

Graphic Design Tools: Adobe Suite, Corel Draw, Figma, Procreate, Blender,

Software Development: Version Control (Git, GitHub), Debugging, REST API Development

Testing & Analytics: Performance Analytics, Integration Testing, A/B Testing Tools

Education

Humber Polytechnic - Jan 2024 – Nov 2025
Web Design and Development

George Brown College Jan 2023 - Dec 2024
Entrepreneurship Management

St. Joseph's University - Dec 2018 – April 2020
Bachelor Visual Media and Filmmaking