SHIVALI RANKA

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LinkedIn | GitHub | Portfolio

PROFESSIONAL SUMMARY

Experienced Sr. Front-End Developer currently pursuing an Executive MBA, upskilling as a Product Fellow at Product Space to transition into Product Management. Looking for a product internship that focuses on product strategy, execution, and user-centric innovation.

SKILLS

Product Management Skills: Product Fundamentals | User Segmentation | Product Discovery | AI for Product Management (Prototypes, building workshop prototype, Key concepts of GenAI: LLM + RAG (napkin), prompt-engineering, building blocks of LLM models, Data generation using ChatGPT and Claude, Survey and data-analysis with Kraftful, Data visualization with Julius AI, Adversarial Prompting, image-generation using AI, Agentic AI | Data-Driven Decision Making | Agile Methodology (Jira) | Structured Thinking & Problem Solving | Stakeholder Management & Communication) | Writing Product Requirements Document

Tools & Analytics: Notion

Technical Skills: Website Development | Responsive Design | UI/UX | HTML | CSS | Vanilla JS | React JS | Basic Node JS | Wordpress CMS | Basic PHP | Advanced Custom Field | Custom Post Types | Woocommerce | Plugin Development | Hubspot CMS | Headless CMS | Generative AI[1] | Marketing

Management Skills: Client Management | Project Management | Team Coordination | Leadership Training and Management Skills

Version Control: Git | Bitbucket

WORK EXPERIENCE

GO MO Group   Pune, India
Sr. Front-end Developer   *March 2022 - January 2025*

- Created and maintained 20+ responsive, user-friendly websites while managing client expectations and ensuring a seamless omni-channel user experience.
- Engaged with 10+ B2B SaaS clients, understood their needs, provided training on CMS, and collaborated with client success managers to improve client satisfaction by 25%.
- Developed and customized WooCommerce-based eCommerce websites.
- Created custom post types and custom fields to provide tailored solutions for clients.
- Developed a process improvement plan that improved team efficiency by 20%, ensuring the team stayed on track and delivered multiple successful projects.
- Integrated JavaScript apps with Generative AI models to automate manual tasks, reducing operational time by 30%.
- Actively mentored by my manager in presentation skills, leadership skills and implementing marketing strategies, preparing for future leadership and management opportunities.

OrderStack   Mumbai, India
Frontend Developer   *February 2022 - March 2022*

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[1]Learning in progress.

- Participated in comprehensive training sessions focusing on JS, CSS optimization strategies, and adhering to coding standards for enhanced web development practices.
- Collaborated on custom projects and received mentorship from senior developers at the startup.

Optum, UnitedHealth Group Inc.   Hyderabad, India
Software Engineer   *August 2020 - November 2021*
- Developed and maintained responsive, user-friendly websites under the supervision of senior developers.
- Learned about mainframe technologies and helped maintain and optimize their data-driven applications. Understood their importance and assisted in resolving incidents during critical warroom situations.
- Acquired functional knowledge of the medical industry, understanding key processes and requirements. Got M&R Foundation certified during Covid-19.

CERTIFICATIONS

- Google AI Essentials - Google
- Product Discovery Micro-Certification
- PM Fellow @ Product Space (Ongoing)
- Gen AI PM Hackathon 2.0
- AI for Product Managers Workshop

STUDENT INITIATIVES UNDERTAKEN AT IIM RAIPUR

- Facilitated and managed panel discussions with industry leaders to foster real-world insights and career development opportunities for students.
- Anchored guest speaker sessions, ensuring engaging and smooth presentations that enhanced the event experience for both participants and the audience.
- Participated in multiple case competitions organized by Unstop, honing problem-solving and strategic thinking skills.

VOLUNTEERING

- Web Developer, Covid India Task Force (May 2020 - Sep 2020) Designed website for the CITF Platform, assisting state governments, organizations, and startups in India to help them with various projects.
- Web Designer, Rotary International District 3040, Dec 2019 - Designed and currently maintain the website for the club, aimed at spreading awareness about social work being done.
- Cadet, National Cadet Corps - India, Participated in various camps as part of the National Cadet Corps, contributing to leadership and community service efforts.

ACHIEVEMENTS

- Awarded 'Star Performer' for three consecutive months for excellent performance and dedication.
- Developed a website within a tight timeline of just 2 weeks, which was commended by GO MO's Managing Director for website's outstanding UI/UX.
- Developed organization's **first** automation tool, reducing implementation time from 7-8 hours to under 5 minutes. Received a certificate for this innovation, significantly improving operational efficiency.