

Neeraj Chauhan

UI Developer

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SUMMARY

Results-driven Frontend Developer with 2.5 years of experience in HTML, CSS, and JavaScript, specializing in A/B testing and SEO. Proven success in executing 150+ A/B tests, optimizing conversion rates, and driving revenue growth.

PROFESSIONAL EXPERIENCE

Optiphoenix Xperts Pvt. Ltd

New Delhi

UI Developer

05/2022 - Present

- Led the execution of **150+ A/B tests** using HTML, CSS, JavaScript, JSON, Ajax, and various JavaScript libraries, leading to enhanced conversion rates and revenue growth.
- Utilized A/B testing platforms such as **Adobe Target, Optimizely, Convert, Monetate, Webtrends, Maxymiser**, and **Google Optimize** to implement comprehensive optimization strategies.
- **Mentored** and **integrated 10+ entry-level team members**, contributing to successful onboarding and team cohesion.
- Translated client requirements into effective website designs, demonstrating a keen understanding of client needs and objectives.
- Developed and maintained crucial documentation, including standard operating procedures, to improve team clarity, communication, and efficiency.
- Led **sessions on SEO best practices**. Also guided participants on enhancing client communication and managing expectations effectively.

SKILLS

TECH STACK

- **Languages:** HTML5, CSS3, JavaScript (React)
- **Frontend:** Responsive Design, Cross-Browser Compatibility, Web Performance Optimization
- **Version Control:** Git

Tools: Adobe Target, Optimizely, Convert, Monetate, Webtrends, Maxymiser, Google Optimize, Trello, ClickUp.

Soft Skills: Communication, Problem Solving, Team Collaboration, Time Management.

CERTIFICATES

- **SEO Course by HubSpot Academy**
- **Namaste React Course by Akshay Saini**

EDUCATION

IIIT SONEPAT (**Mentor Nit Kurukshetra**)

Information Technology