



## DANIYA SULTANA

B.Tech. - Information Technology

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### BRIEF SUMMARY

To obtain a challenging position as a Frontend Developer where I can utilize my strong technical skills, creativity, and passion for web development. My objective is to contribute to the development of user-friendly and visually appealing websites, while continuously expanding my knowledge of frontend technologies. I aim to collaborate with a dynamic team, working on exciting projects that allow me to apply my expertise in HTML, CSS, JavaScript, React and responsive design to create exceptional user experiences. By staying updated with the latest industry trends and best practices, I strive to deliver high-quality code and contribute to the success of innovative digital solutions.

### KEY EXPERTISE

HTML5 CSS CSS Flexbox Javascript React.js DOM Bootstrap

### EDUCATION

#### Dr. Akhilesh Das Gupta Institute of Technology & Management

2020 - 2024

B.Tech. - Information Technology | Percentage: 87.85 / 100.00

#### JAMIA MILLIA ISLAMIA, New Delhi

2021

12<sup>th</sup> | JMI | Percentage: 87.05 / 100.00

### PROJECTS

#### AUGMENTED REALITY WATCH 3D TRY ON

11 Jul, 2022 - 27 Dec, 2022

Mentor: Mother | Team Size: 3

Key Skills: C# Vue Unity 3D

We have successfully developed an augmented reality(AR) mobile app that enables users to virtually try on watches in a realistic and immersive manner. By using the Unity game engine and Vuforia AR platform. The app offers a wide selection of watch models, accurate tracking, and easy to use user interactions. The app meets the functional requirements by providing a user-friendly interface. Additionally, non functional requirements such as performance, scalability have been addressed to enhance the overall user experience. Overall, the Watch try 3D application project has achieved its objectives of delivering an innovative and engaging AR experience for users, bringing the gap between virtual and physical watch try-on, and paving the way for future advancements in AR technology.

#### E-COMMERCE WEBSITE

15 Feb, 2022 - 10 Jun, 2022

Team Size: 2

Key Skills: HTML5 CSS CSS Flexbox Javascript DOM

I developed and launched an e-commerce website targeting a specific audience using a chosen platform. As part of the project, I designed and implemented an intuitive user interface that enhanced the customer experience and drove sales. I created a comprehensive product catalog with a substantial number of items, including detailed descriptions and high-quality images to attract and inform customers.

To optimize conversion rates and ensure smooth transactions, I integrated a secure shopping cart and checkout process. Users were able to register and authenticate, enabling them to access personalized features and easily track their orders. Additionally, I implemented search and filtering options to enhance product discovery, improving user engagement and satisfaction.

To efficiently manage customer orders, I developed an order management system that facilitated processing, tracking, and fulfillment. Secure payment gateways were integrated, offering customers safe and convenient online transactions through various payment options. I collaborated with shipping and logistics partners to streamline shipping processes, providing real-time tracking information to customers.

To drive organic traffic and increase visibility, I implemented effective SEO strategies. Utilizing analytics tools like Google Analytics, I tracked website performance, user behavior, and sales metrics, using the insights to make data-driven decisions. I ensured the website was mobile-responsive, offering a seamless user experience across different devices and screen sizes.

To safeguard customer data, I implemented robust security measures, including SSL encryption and regular security audits. Thorough testing and quality assurance were conducted to eliminate any bugs and ensure a reliable user experience. Finally, I deployed the website to a reliable hosting environment and provided ongoing maintenance and updates to ensure optimal performance and user satisfaction.