DEVARSHI DESAI
Front End Developer

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Front End Developer with over 4 years of experience in creating high-fidelity, responsive web pages and optimizing e-commerce websites for enhanced user experience and accessibility. Adept in HTML, CSS, and JavaScript. Proven ability to translate design wireframes into functional web applications, and collaborate with cross-functional teams. Proficient in using Git for version control, ensuring seamless code integration and project management.

WORK EXPERIENCE

Front End Developer, C & J Clark International Ltd

11/2022 – Present

- Maintained front-end code for 20 e-commerce websites by applying best practices for user experience, accessibility, and optimization techniques, such as code minification and troubleshooting with browser developer tools.
- Participated in Scrum ceremonies, including daily stand-ups, to ensure iterative progress and continuous improvement.
- Utilized Kanban methodology to manage project tasks, ensuring smooth workflow and timely feature delivery.
- Converted 12 Figma wireframes into high-quality, mobile-first, responsive content pages, ensuring 100% design fidelity, cross-browser compatibility, and SEO optimization with semantic HTML.
- Collaborated with 5 UI and brand designers to develop over 60 promotional assets, including sale/promo, skinny, and hero banners.
- Developed over 30 Handlebars.js components to enhance content delivery across all regions.
- Supported the re-platforming initiative by porting over 200 pages across multiple regions.
- Conducted A/B testing with Monetate and managed redirects with Cloudflare, enhancing website performance and user experience.
- Maintained code integrity and streamlined collaboration using Git, managing over 150 code commits.
- Ensured web accessibility by adhering to WCAG standards, conducting audits with Level Access, and implementing adjustments to improve accessibility scores.
- Mentored 2 junior developers, enhancing team capabilities and project efficiency.

Web Developer, Leigh Academies Trust

09/2021 – 10/2022

- Collaborated proactively with a team of 5 graphic designers and marketing managers to develop responsive, mobile-first, and on-brand web pages.
- Conducted training programs for over 20 colleagues on accessibility and website functions.

- Managed a team of 3, delegating tasks and mentoring junior colleagues.
- Increased customer satisfaction by 90% on all support-related interactions by monitoring and resolving over 150 tickets weekly.
- Developed 4+ responsive WordPress sites from wireframes, utilizing advanced features such as Custom Post Types and Advanced Custom Fields.
- Partnered with the executive team to rebuild the Leigh Academies Trust website, resulting in a 64% increase in accessibility and a 77% increase in mobile traffic within the first 3 months.

Junior Web Developer, Leigh Academies Trust

09/2019 – 09/2021

- Provided daily technical support and troubleshooting for over 50 clients across the Trust, handling website updates and resolving issues.
- Contributed to the successful delivery of 29 critical projects by actively participating in the software development life cycle.
- Managed SEO for 31 sites using tools like Yoast SEO, Google Analytics, and Hotjar

EDUCATION

BSc in Computer Science, Royal Holloway, University of London

2016-2019

SKILLS

- **Frontend Technologies:** HTML5, CSS, CSS3/SASS, Handlebars.js
- **Languages:** JavaScript, PHP
- **Frameworks:** React, Next.js
- **Tools:** Git, NPM, FileZilla, SourceTree, Atlassian (Jira and Bitbucket), VS Code
- **E-commerce Platforms:** WordPress, Hybris, Amplience, Monetate, Cloudflare, Teamwork Desk
- **Analytics:** Google Analytics, Hotjar
- **Design:** Basic knowledge of UI/UX principles, ability to work with design tools such as Figma and Adobe CC (Photoshop and Illustrator).

CERTIFICATES

- **The Complete Oracle SQL Certification Course -** Udemy, Present
- **Next.js 14 & React - The Complete Guide -** Udemy**,** Present
- **Become a WordPress Developer: Unlocking Power With Code –** Udemy
- **WordPress for Beginners: Create a Website Step by Step -** Udemy