

GAURANGI RANE

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PROFESSIONAL SUMMARY

Experienced Software Engineer with 8+ years of expertise in creating and managing responsive, user-centric web applications and optimizing digital strategies for performance and conversion. Skilled in Front-End Development, website governance, SEO, and user experience, with a proven track record of delivering impactful solutions for leading organizations. Currently pursuing an Advanced Certification in Web Development to remain at the forefront of industry advancements.

SKILLS

- **Web Development:** HTML5, CSS3, SASS, LESS, Bootstrap, Tailwind CSS, JavaScript, jQuery, React, Angular, Python, PHP, SQL
- **SEO & Analytics:** SEO tools, Search Engine Marketing, Keyword Optimization, Performance Analysis
- **Design & User Experience:** Adobe Photoshop CS6, Figma, Mockups, User Story
- **Tools & Platforms:** Visual Studio Code, IntelliJ, Eclipse, GitHub, Bitbucket-Atlassian, JIRA

EMPLOYMENT DETAILS

Senior Consultant

Ernst & Young | *October 2018 – February 2023*

- Delivered web solutions for high-profile clients, focusing on user interface consistency and cross-browser compatibility. Collaborated with UI/UX designers to build intuitive interfaces, improving user experience and ensuring seamless customer experiences.
- Worked extensively with SCSS, SASS, and LESS to create modular, maintainable stylesheets. Optimized web pages for speed, accessibility, and SEO, increasing organic traffic and conversion rates.
- Collaborated with stakeholders to implement SEO strategies, enhancing organic traffic and visibility. Produced intuitive, pixel-perfect web interfaces aligned with user journeys and business objectives.
- Debugged and optimized web pages using Chrome, Firefox, and Internet Explorer developer tools. Debugged and enhanced Angular applications using Chrome Developer Tools and Angular DevTools.
- Followed Agile development methodologies, participating in daily stand-ups, sprint planning, and retrospectives. Contributed to version control, bug tracking, and documentation using Git, JIRA, and Bitbucket.
- Performed unit testing, end-to-end testing, and debugging to ensure software reliability. Followed security best practices for Application Development. Monitored and optimized front-end application performance for enhanced speed and efficiency.

Software Developer

IBM (CBSI Payroll) | *April 2018 – October 2018*

- Improved heavily trafficked web pages by resolving performance issues and enhancing user engagement. Developed reusable components in collaboration with React developers to streamline development.
- Analyzed user behavior to implement solutions that elevated customer satisfaction and retention. Created and optimized web content using relevant keywords to improve search visibility and align with SEO goals.

UI/UX Developer

Mugenesis | *August 2016 – March 2018*

- Created responsive modules based on client-provided wireframes, ensuring on-brand, user-friendly designs. Authored content-driven, SEO-compliant emailers and website pages that maximized reach and engagement.
- Consistently ensured deliverables were defect-free through rigorous internal reviews and debugging. Enhanced website performance through targeted fixes and feature enhancements.

Web Developer and Client Coordinator

Senseware Infomedia Pvt. Ltd. | *June 2016 – August 2016*

- Led client interactions to gather requirements and delivered responsive applications aligned with business needs. Developed and maintained user-friendly interfaces for web and mobile applications.
- Consistently ensured deliverables were defect-free through rigorous internal reviews and debugging. Enhanced website performance through targeted fixes and feature enhancements.

Web Developer

V4Web Website Designer | *December 2014 – March 2016*

- Managed end-to-end website development projects, ensuring adherence to functional and design goals.
- Conducted regular optimization for improved page performance and SEO ranking.

Jr. Web Designer

HugeH Web Services PVT. LTD. | *April 2014 – November 2014*

- Improved site structure and search visibility through SEO and SEM best practices.
- Developed engaging interfaces using Adobe Photoshop and maintained the company website with Dreamweaver.

CERTIFICATIONS

- Advanced Certification in Web Development - ITOnlineLearning Academy, UK
- Certified in Web Design and Development – Edit Institute, India

EDUCATION

- Coursework towards B.Sc. in Information Technology – Mumbai, India