

# Alok Verma

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## Education

### Dr. A.P.J. Abdul Kalam Technical University

August 2019-23

Bachelor of Technology in Computer Science (Percentage: 80)

Greater Noida, Uttar Pradesh

- **Relevant Coursework:** Data Structures, Web Technology, Compiler Design, Database Management System, Computer Network, Design and Analysis Of Algorithm, Cloud Computing

## Experience

### Unboxfame

Jan 2023 – Present

Executive Web Designer

Saket, Delhi

- Implemented and maintained front-end web applications, resulting in a 20% reduction in page load speeds and conversion rates by utilizing modern web technologies such as React.js and best practices for user experience and accessibility.
- Developed and executed front-end development strategies, resulting in a 15% increase in website performance by implementing optimization techniques such as code minification and troubleshooting issues using browser developer tools.
- Worked with cross-functional teams to develop and execute on-time and on-budget projects and initiatives by effectively communicating project timelines, progress, and objectives using tools such as Wordpress and Shopify.

### Maya Web Technologies

Sep 2022 – Nov 2022

Front End Developer

Noida Sec-2, Uttar Pradesh

- Designed and implemented responsive user interfaces, leading to a 15% improvement in user satisfaction scores.
- Assisted in the development and maintenance of front-end web applications, resulting in a positive impact on the company's overall performance.
- Granted additional code review permissions after demonstrating strong attention to detail that led to a 25% decrease in code errors.

## Projects

### E-commerce | Wordpress, WooCommerce, HTML/CSS, PHP, MySQL, Responsive Web Design, Testing and Debugging

- Designed and implemented the website layout and user interface using WordPress themes and custom CSS.
- Integrated WooCommerce plugin to manage product listings, orders, and payments securely. Customized product pages and checkout process to enhance user experience and optimize conversion rates.
- Implemented SEO strategies to improve website visibility and drive organic traffic. Conducted testing and debugging to ensure cross-browser compatibility and responsive design.

### Bakery Website | HTML, CSS, JavaScript, Bootstrap, Responsive Web Design

- Design and develop a responsive website for a bakery to showcase products, allow online ordering, and provide information about the bakery.
- The bakery website received positive feedback from customers, leading to increased online orders and foot traffic and the user-friendly interface and seamless ordering process contributed to improved customer satisfaction and retention.

### Fashion Event Website | Wordpress, HTML/CSS, MySQL, Responsive Web Design

- Designed and developed a dynamic WordPress website for a high-profile fashion event, aimed at showcasing the latest trends, designers, and schedule of events. Collaborated closely with the event organizers to understand their vision and requirements, ensuring the website aligned with their branding and objectives.
- Successfully launched the WordPress fashion event website within the agreed timeline and budget constraints, meeting all project milestones and exceeding client expectations.
- Received positive feedback from event attendees and stakeholders on the website's user-friendly interface, visually appealing design, and seamless navigation.

## Technical Skills

**Languages:** HTML, CSS, Java Script

**Tools & Technologies:** jQuery, JSON, GSAP, JUnit, SASS, Responsive Design, Git/GitHub, Source Tree, Figma, Vs Code

**Frameworks:** React Js, Bootstrap, Wordpress, Shopify