

# MAHENOOR SALAT

## FRONT-END DEVELOPER | UI/UX DESIGNER | SEO OPTIMIZER

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### SUMMARY

As a Frontend Developer, UI/UX Designer, and SEO Optimizer, I create visually appealing, user-friendly websites that are optimized for both performance and search visibility. By blending strong development skills with intuitive design and SEO best practices, I deliver seamless digital experiences that drive engagement and support business goals.

### TECHNICAL SKILLS

HTML

React Js

GSAP

Figma

CSS

Vercel

CSS Tailwind

Webflow

JavaScript

Github

Next JS

Dora

### PROFESSIONAL EXPERIENCE

#### Front-End Developer , Stability Nexus

December 2024 - Present

- Spearheaded the development of a sophisticated automation system, driving a 15% boost in operational efficiency.
- Optimized manufacturing workflows, leading to a 10% reduction in production costs.
- Introduced preventive maintenance strategies, resulting in a 20% decrease in equipment downtime, ensuring smoother operations.

#### UI/UX Designer , LuxSwipe

September 2024 - November-2024

- Led UI/UX design initiatives, improving user engagement by 30% through intuitive, visually appealing interfaces and seamless mobile experiences.
- Implemented SEO strategies, increasing organic traffic by 25% and boosting search rankings with targeted keyword analysis and on-page optimization.
- Enhanced user retention and conversion rates by optimizing site structure, load times, and overall design, driving a 15% increase in conversions.

### EDUCATION

#### Higher Secondary Education

Mar 2023 - Mar 2024

Royal Higher Secondary Education

- Major in Business and Commerce Studies
- Graduated with 98.02%, ranking at the top of my class.

#### Bachelor of Computer Application

Mar 2024 - Present

Engineering University

- Relevant coursework in Structural Design and Project Management.

### ADDITIONAL INFORMATION

- **Languages:** English, Hindi , Gujarati
- **Certifications:** Meta Frontend Development , UIUX Coursera , SEO Google
- **Awards/Activities:** Topper of the year - 2022 , 2nd topper 2025