

# SHEETAL NAIK

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Front-End Developer with 3+ years of experience building performant, accessible web applications at scale, primarily in the Life Sciences domains. Specialized in **React**, **WCAG 2.1 AA compliance**, and **Lighthouse score optimization**, with a demonstrated ability to collaborate across disciplines (UX, QA, backend) in Agile teams.

## EXPERIENCE

**UI Developer | Tata Consultancy Services (TCS)**, Client: Pfizer

**Oct 2020 - May 2024**

Worked within the client's Digital Marketing department, delivering campaign websites, promotional landing pages, and CMS-driven assets for global pharma brands targeting HCPs and patients.

### Key Responsibilities & Impact:

- Developed and maintained **high-performance, accessible campaign microsites** and landing pages for pharmaceutical products, ensuring **WCAG 2.1 AA compliance** and cross-browser consistency.
- Worked closely with marketing, design, and content teams to **translate Figma/Zeplin mockups into modular, reusable UI components** in React.
- Implemented **performance optimizations** (image lazy-loading, async script loading, font delivery tweaks) leading to **Lighthouse performance scores consistently >95**.
- Integrated Adobe Analytics, and custom event tracking into pages, enabling precise measurement of conversion metrics and click-through rates.
- Used **AEM Franklin** and Canvas Web Builder to build modular content blocks compatible with the client's headless CMS strategy.
- Created **design-system-compliant components** to align with the client's regulated brand guidelines, minimizing rework and ensuring audit-readiness.

## PROJECTS

### Video Annotation App

*React, Tailwind CSS, JavaScript*

**Focus:** Real-time video interaction using React refs and state, accessibility for keyboard users, performance during DOM-intensive annotation updates.

### PhotoSnap Multi-Page Website

*React, SCSS, JavaScript*

**Focus:** Pixel-perfect implementation of a static design, responsive layout techniques, modular SCSS structure, multi-page routing, and accessibility (semantic tags, alt text).

## SKILLS

**Core Technologies** - JavaScript (ES6+), TypeScript (learning), React, Redux, Zustand, Tailwind CSS, SCSS, HTML5, CSS3

**Tooling & Workflow** - Git, GitHub, Postman, AEM Franklin, Webpack, Vite, Canvas Web Builder, Zeplin, Figma, JIRA, Chrome DevTools

**Accessibility & Testing** - WCAG 2.1 AA, axe-core, Lighthouse, semantic HTML, keyboard UX, React Testing Library (learning)

**Soft Skills** - Agile Scrum, UX collaboration, Design-to-Dev handoff, Cross-team communication

## EDUCATION

### **Post- graduate certification in Visual Design and User Experience**

IIT Hyderabad

Jun 2023 - Jan 2024

### **Bachelor of Engineering - Civil Engineering**

Veer Surendra Sai University of Technology (VSSUT) - (formerly UCE, Burla)

2016 - 2020