

Unleashing Human-Centric Design

Where code becomes a bridge, not a barrier, to human connection.

As a **Frontend Developer** with **2+ YOE**, I'm not your average code-slinging, spec-following drone. My **React, Redux & Figma** skills are sharp, but it's my passion for **human-centric design** that truly sets me apart. I envision products built on the bedrock of **user psychology**, not just lines of code.

Imagine crafting experiences that tap into the deepest motivations, desires, and even biases that drive human behavior. Think **gamification** that nudges users towards **positive behavioral change**. Or **AI-powered interfaces** that adapt to **individual cognitive styles**, maximizing **engagement** and **productivity**. These are the moonshots that keep me coding through the night, believing that tech can be a force for good, not just mindless automation.

Skills

- HTML & CSS
- JavaScript
- React
- Redux
- Next.js
- Webflow
- Framer (No-Code Dev)
- Figma (Design Software)
- UX Research

Employment History

UI Developer

October 2020 — Present

As a freelance frontend UI developer, I've worked with a variety of clients to create a wide range of products across multiple devices, from simple websites to complex web applications. I'm able to work independently or as part of a team, and I'm always willing to go the extra mile to meet the needs of my clients.

Projects

Penpal

March 2024 — Present

PenPal is a simple and intuitive mobile-first web app designed to be your go-to tool for capturing and organizing your thoughts, ideas, and to-do lists. **Use the App: [click here](#)**. To learn more, check out this [link](#).

1021 Creative

March 2023 — June 2023

Challenge: To revamp the **1021 Creative** website to seamlessly adapt to all screen sizes, ensuring an uninterrupted user experience that reinforces brand engagement.

Solution: Implemented a **responsive design strategy**, for the website to adapt seamlessly from desktops to smartphones, which involved utilizing **CSS and Advanced JavaScript techniques** to create a fluid and responsive layout that optimized the user experience across all platforms.

The Impact: 1021 Creative's responsive design enhanced the user experience, **boosting engagement by 20%**, solidifying brand perception, and propelling **organic traffic growth by 15%**.

You can learn more about my contributions at 1021 [here](#).

AraniEco

November 2022 – March 2023

The Challenge: **AraniEco** sought to redevelop its website with a modern and engaging user interface to enhance user engagement and conversion rates.

The Solution: I used my knowledge of **CSS, HTML, and Advanced JavaScript** to develop AraniEco's website in order to overcome these obstacles. My goal was to improve the user experience and strengthen AraniEco's brand identity by creating a **modern menu bar**, adding a **dynamic navigation bar**, and **adding eye-catching Swiper Sliders and Banner Animations**.

The Impact: Transformed the AraniEco user experience with a carefully designed interface. **Improved engagement and conversion rates**, which in turn helped the brand expand and succeed, elevating the reputation of AraniEco.

LinkedIn Replica

September 2022 – January 2023

LinkedIn Replica is built with **React.js, Redux, Hooks, Material UI, and Firebase Services** for a **seamless user interface and data management**.

Utilized **React.js** for dynamic UI updates and efficient **user interactions**.

Implemented **Redux** for **centralized state management and data flow**.

Integrated **Material UI** for attractive UI design and **Firebase** for **real-time data storage and retrieval**.

[Github Repo](#)

Eatsure (Market Research)

October 2023 – Present

Increasing EatSure's MAUs through a new feature: Launching a home-cooked meal service targeting busy professionals seeking healthier options.

Market & UX Research: Conducted analysis to identify gaps and user preferences, informing product development and marketing strategies.

Building an MVP with future scope: Developing a user-friendly interface and implementing a robust meal delivery system, establishing a foundation for future growth.

Check out the problem validation and market analysis [here](#).

Education & Upskilling

Product Management Fellowship, NextLeap

June 2023 – September 2023

BSc (Computer Science), Savitribai Phule Pune University

August 2019 – October 2022

Links

[Design Studio](#)

[GitHub](#)

[LinkedIn](#)

[Twitter](#)

[Pinterest](#)