Vaishnavi Mehta

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SUMMARY

Frontend Developer with expertise in React, Redux, and modern web technologies. Master of Computer Applications graduate combining technical proficiency with creative design thinking to build scalable, user-centric applications. Proven track record in developing responsive interfaces, optimizing performance, and leading creative initiatives. Passionate about crafting digital experiences that balance functionality with exceptional UI/UX design.

TECHNICAL SKILLS

Frontend: React.js, Redux , JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Material-UI
Tools & Technologies: Git, Axios, Postman, React Hook Form, Redux Middleware, Responsive Design
Backend & Databases: PHP, MySQL
Design & Creative: UI/UX Design, Figma, Frammer, Canva, Design Systems, Branding, Visual Storytelling
Soft Skills: Team Leadership, Creative Direction, Content Strategy, Cross-functional Collaboration

EXPERIENCE

Creative Coordinator & Content Creator Head
ConnektSphere
October 2025 – Present
Vadodara, Gujarat

- Lead end-to-end creative workflow managing brand identity, content strategy, and visual design for startup initiatives
- Developed comprehensive design systems including logos, color palettes, typography guidelines, and brand standards ensuring consistency across all digital touchpoints
- Created engaging social media content (reels, posts, captions) driving audience engagement through trend analysis and performance insights using Meta Business Suite
- Coordinate cross-functional teams of content creators, review deliverables, and optimize content performance through data-driven insights
- Handled HR workflows including official communications, offer letters, onboarding documentation, and team coordination

Web Development Intern (React Developer)
Webmyne Systems Private Limited
January 2025 – April 2025
Vadodara, Gujarat

- Developed responsive web applications using React.js, Material-UI, and RESTful APIs with focus on component-based architecture
- Implemented Redux state management with middleware (Redux-Thunk, redux-logger) and persistence for complex data flows
- Built custom login modules and authentication systems using MUI and Toolpad, improving user experience and security
- Optimized performance of complex UI modules through code refactoring, lazy loading, and efficient rendering strategies
- Collaborated with backend developers and designers to integrate APIs and ensure seamless frontend-backend communication

PROJECTS

Clean India Mission Web Platform
Frontend Developer
React.js, Redux, React Hook Form, Axios, RESTful APIs

- Architected and built complete React frontend for civic engagement platform enabling users to join initiatives, make donations, and volunteers to showcase their contributions
- Implemented Redux for global state management and React Hook Form for efficient form handling with validation
- Collaborated with backend team to integrate APIs using Axios, ensuring smooth data flow and real-time updates
- Designed and developed responsive, accessible UI components following modern web standards and best practices

Education

Master of Computer Applications (MCA) 2025
Sardar Patel University *Anand, Gujarat*

Bachelor of Commerce (B.Com) – Accounting 2022
The Maharaja Sayajirao University of Baroda *Vadodara, Gujarat*

Achievements & Leadership

- Founding team member at ConnektSphere startup, contributing to product strategy and brand development
- Enhanced component-based architecture understanding through hands-on development of production-grade applications
- Recognized for balancing technical excellence with creative design thinking in cross-functional environments
- Strong background in visual arts (drawing, sketching) informing UI/UX design decisions and attention to detail