

 **YASH RAWLANI**
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Professional Summary


Versatile and results-driven **Full Stack Web Developer** with over **5 years of experience**, including extensive freelance work. Skilled in **WordPress, WooCommerce, and Shopify**, with strong frontend/backend capabilities and a focus on clean design, seamless UX, and fast performance. Adept at solving problems, optimizing code, and integrating AI tools to boost development productivity.

Key Skills

- **Web Development:** HTML, CSS, JavaScript, PHP, Liquid
 - **Platforms:** WordPress, WooCommerce, Shopify
 - **Specialties:** Performance Optimization, SEO Integration, AI Prompt Engineering
 - **Soft Skills:** Communication, Ownership, Client Coordination, Problem Solving
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Professional Experience

ROI Mantra – *Full Stack Developer*

 April 2022 – May 2025

- Designed and maintained client websites with a focus on speed and SEO
- Implemented full-stack features using JavaScript, PHP, and Liquid
- Worked closely with digital marketing and UI/UX teams for high-converting sites

ReviveHome.in – *Shopify Developer*

 Freelance / Contract | 6 Months

Belmarroofing.com – *Wordpress (Canada based Client)*


 Freelance / Contract | 6 Months

Springsdecor.com – *Wordpress*

 Freelance / Contract | 6 Months

- Built a custom Shopify store from planning to launch
- Customized theme, checkout, and product pages for better user experience
- Integrated apps for payments, shipping, and marketing

Amoliconcepts – *WordPress/WooCommerce Developer*

 Full-Time | 2019 – 2022

- Developed and maintained their online store using WooCommerce
- Created reusable components and modules for backend scalability
- Managed hosting, security, and regular updates

Freelance Projects

- **Multiple Shopify & WordPress Sites** for fashion, wellness, and lifestyle brands
- **Landing Pages** for product launches and digital campaigns
- **WooCommerce Customization** for shipping rules, product bundles, and offers
- **Theme Development & Optimization** – customized themes for speed & mobile usability
- **eCommerce Automation** – email flows, abandoned cart recovery, and metafield scripting
- **Client Coordination** – handled end-to-end delivery, feedback loops, and revisions independently

 Many projects were developed under NDA; portfolio can be shared upon request.

Education

Bachelor of Arts (Honours)

Delhi University – 2015

Key Projects

- **EBODYCARE.IN** – Shopify beauty store; optimized navigation, UX & performance
- **Shaze.in** – Premium brand website; contributed to frontend and product UI
- **ReviveHome.in** – Shopify eCommerce build; complete store development
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