

EDUCATION

Maharshi Dayanand University

Bachelor of Technology (CSE)

Intermediate

Science (CBSE) – Physics, Chemistry, Mathematics

Haryana, India

Aug 2015 - May 2019

Delhi, India

Apr 2014 - May 2015

SKILLS SUMMARY

- **Languages:** HTML, CSS, Java-script, Node, Mongo DB
- **Frameworks:** React.js, Next.js, Micro-services
- **Tools:** Git, JIRA, Postman, KAJABI, CANVA, Click Funnel, Google Forms, MSOffice
- **Platforms:** Visual Studio Code, Mongo Compass, Beyond Compare, Page Speed Insight
- **Soft Skills:** Report Building, Tech Document, Excellent communication, Strong Technical Skills

WORK EXPERIENCE

FRONTEND DEVELOPER | Launchpad Fintech Pvt Ltd

2023- Present

- Implemented user authorization to **reduce unauthorized PDF access**, enhancing data security and compliance.
- Orchestrated successful API integration for **KYC, Aadhaar authentication, NSE, BSE, NSCCL, and ICCL** modules, expanding project functionality and ensuring regulatory compliance.
- Pioneered the development of an electronic signature feature, reducing document approval times by 40% and enhancing user convenience.
- Increased website traffic by 40% within 6 months by optimizing SEO and content strategies.
- Conducted performance optimizations using **Page Speed Insights** to improve website loading times, enhancing user experience and SEO rankings.
- Developed a **blog feature** in the admin panel, enabling easy uploading and management of blog content, supporting content marketing efforts.
- Worked on two major projects: **IBP Onboarding and Client Onboarding** Integration, focusing on validation and functionality enhancements.

JUNIOR FRONTEND DEVELOPER | Bacti Barrier India LLP Company

2021- 2022

- Developed and optimized the UI for **Service Application and Product Application** using React.js, ensuring seamless integration with APIs and linking headers for enhanced navigation and user experience.
- Integrated APIs to enhance website functionality, enabling efficient data communication between the site and backend services.
- Collaborated with healthcare and environmental experts to implement content and features that highlight the effectiveness of **Bacti Barrier** Surface Protection Technology.
- Ensured the website's compliance with industry standards and best practices for environmental safety and protection against microbes.
- Optimized website UI/UX, increasing user **engagement by 30%** within the first quarter.

DIGITAL MARKETING & WEB DEVELOPMENT | Prime Meridian Consulting India Pvt Ltd

2019-2021

- Expertise in building and managing user-friendly websites on **KAJABI**, coupled with adeptness in crafting high-converting marketing funnels using **Click Funnels**.
- Managed domain registration and integration to maintain a professional and consistent online presence.
- Designed eye-catching flyers and promotional materials using **CANVA**, adhering to brand guidelines and visual standards.
- Managed domain registration and integration to ensure a professional and consistent online presence.
- Boosted client engagement by 25% by implementing targeted email marketing campaigns and Click Funnel.
- Worked with a leadership development company certified by **John Maxwell, Robin Sharma, and Marshall Goldsmith**.
- Played a key role in organizing and promoting webinars delivered by certified coaches, contributing to leadership growth in various companies.

PROJECTS

Bondsindia Website

- o Created the UI in Next.js, utilizing server-side rendering for API data.
- o Developed numerous static and dynamic pages.
- o Ensured the website adhered to compliance and industry standards from SEBI.
- o Utilized Zustand for state management.

Admin Blog Feature

- o Developed the Blog UI using React.js.
- o Integrated APIs to retrieve and display blog data.
- o Implemented a blog creation feature using Jodit Editor.

IBP Onboarding and Client Onboarding

- o Developed the UI using React.js.
- o Onboarded clients through a KYC process, including bond purchases and sales after KYC completion.
- o Onboarded IBPs by verifying PAN and Aadhaar details, followed by e-signature completion.
- o Utilized Redux for state management.

Bacti Barrier Surface Protection Technology

- o Developed Bacti Barrier Surface Protection from scratch using ReactJS
- o Implemented content and features highlighting surface protection technology.
- o Ensured website compliance with industry standards for safety and microbial protection.

Prime Meridian Consulting India

- o Created visually appealing flyers and brochures using Canva, and designed eye-catching images for social media posts on LinkedIn, Instagram, and Facebook.
- o Utilized ClickFunnels to create effective sales funnels, including domain integration to attract clients.
- o Managed and executed ad campaigns using certified digital marketing content from John Maxwell.
- o Developed client websites using Kajabi, incorporating Learning Management System (LMS) functionalities.