SONU SINGH

Web Developer

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SUMMARY

Self-motivated, adaptable, and reliable as a front-end developer creating modern designs and building responsive website and designs all industry landing pages. Proficient with HTML, CSS and JS Frameworks, and extensive UX and user psychology knowledge. Notable achievements include boosting the conversion rate of an existing website by 80% with improved code and design also WordPress is skilled in building custom themes and templates, integrating plugins to support digital marketing efforts, and completing user experience (UX) copywriting tasks—supportive team player with strong data analysis skills.

PROFESSIONAL EXPERIENCE

Web Design Specialist

Refract Consulting

📅 2021 - 2023   📍 Gurugram, India

Throughout my journey in this team. I have took ownership of two products totally different domains ranging from a system component developed in WordPress and HTML, CSS, and JavaScript Languages. Worked as a part of Front-End Engineering (FEE) Center Of Excellence team which focuses on delivering class apart modernized UI design for various Refract products by following Keep It Simple, Stupid(KISS) principle.

- Made high-level contributions to team-leading optimizations.
- Transformed from being a fresher to leading a group of developers in FEE Technology and Clean Coding Principles.
- Worked on enhancement & UI modernization of various legacy Refract products.
- Worked with teams to solve issues and find and implement efficiencies.
- Collaborated with product managers to design cutting-edge features.
- Work to achieve a balance between functional and aesthetic designs.
- Worked to create tools that enhanced user interaction in any browser.
- Ensured the technology implemented promoted efficiency, speed, and smooth functionality.
- Continually tested the site for usability while addressing bugs.
- Design, develop, test and deploy design features promptly.
- Continually work to ensure the user experience determines design choices.
- Maintain brand consistency throughout the design process.
- Work to solve complex challenges with the utilization of modern web application design development processes and standard methodologies.
- Collaborated with the UX/UI design teams to improve the website and applications, increasing conversion rates by 25%.
- It collected and analyzed SEO-related data from multiple sources, including Google Analytics, Google Search, Moz, SEO Ranking, Google Trends, etc.
- Contributed to the development of the SEO strategy, leading to a 15% improvement in search engine rankings.

EDUCATION

Bachelors's in Computer Application

Himalayan Garhwal University

📅 2018 - 2021

TRAINING / COURSES

Web Development

Aptron Institute, Noida, 2021
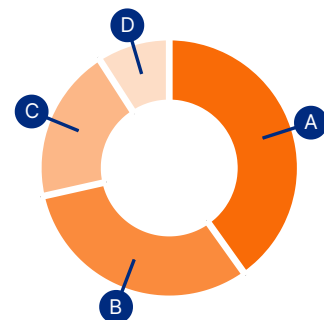
SEO Basic

LearnTube By CareerNinja, 2023

AWARDS

🏆 **CEO's Choice Special Award**

I'm most proud of this achievement because the founders gave me this wonderful opportunity to create our company website and then I accepted all challenges in making a website and doing hard work with 100% dedication. This experience taught me a lot about the value of teamwork and highlighted the importance of nurturing everyone's unique gifts and talents.

MY TIME

- **A** Learn new things according to marketing trends
- **B** Understanding user problems and finding the best solutions to solve them
- **C** Evening commute, gym and spending time with family & friends
- **D** Clean eat and sleep

TECK STACK

| HTML | CSS | PHP | JAVA SCRIPT | MYSQL |

| BOOTSTRAP | REACT | WordPress | WebFlow | SEO |

| SEMRush | Google Analytics | Figma | Git | HubSpot |

STRENGTHS

⚡ **Punctuality**

Attending meetings on time and finishing tasks before deadlines and maintaining a 100% attendance rate by entering the office premises on time.

💎 **Work Ethic**

Always looking for new ways to increase productivity at work and suggesting new and innovative ways to improve the workplace. and I am always waking up with a new desire to be productive for the day.

💡 **Problem Solver**

Innovative approach to challenges.

LANGUAGES

Hindi   Native

English   Proficient

PROJECTS

Refract Consulting

🔗 https://refractconsulting.com/

Creating this website in WordPress with modern layouts and dynamic designs I accepted all challenges in making a website and doing hard work with 100% dedication.

- Collaborated with the UX/UI design teams to improve the website and applications, increasing conversion rates by 25%.
- Create a modern landing page on this website.
- Increased keyword usage from 20% to 50%.
- Developed optimization strategies that increased search engine rankings.
- Work cross-functionally with product Designer & Managers, and other Engineers to deliver exciting user-facing products.
- Implemented features and UIs that optimize performance.
- Assisted in the creation of engaging website content, including blog posts and pages.

ChatterPe

🔗 https://www.chatterpe.com/

Create an online survey website front-end dynamic design in HTML, CSS, and JavaScript with fully mobile responsive for the product of Refract Consulting.

- Designed, developed, and tested mobile and desktop software applications and systems.
- Daily maintenance of code, debugging issues and solving clients problems.
- Implemented features and UIs that optimize performance.
- Translated user and business needs into functional front-end design using JavaScript, HTML, and CSS.
- Built reusable code and libraries for future use.
- Created a custom client dashboard that reduced support tickets by 50%.