

# PRATHAM WADHWA

S H O P I F Y   W E B   D E V E L O P E R

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 Faridabad Haryana , 121002

 Pratham Wadhwa | Potfolio

## PROFILE

Creative, enthusiastic, and task-driven professional with 4+ years of experience in the field of web design and development across various shopify projects. Experienced in developing custom themes and managing eCommerce stores.

## SKILLS

- Frontend Development
- Shopify
- GIT Version Control
- ADA (Americans with Disabilities Act)
- HTML, CSS, Javascript, jQuery, Liquid.
- Wix

## EXPERIENCE

### FRONTEND DEVELOPER (SHOPIFY)

Mobikasa

April 2023 - Present

- Successfully managed and executed multiple projects concurrently, ensuring timely delivery and high-quality results.
- Developed and optimized landing pages, enhancing user experience and driving engagement through effective design and functionality.
- Proficient in troubleshooting and debugging complex issues, ensuring the smooth operation and optimal performance of web applications and systems.
- Implemented SEO strategies to improve website visibility and search engine rankings, leading to increased organic traffic.
- Applied ADA compliance fixes to ensure accessibility for all users, aligning with best practices and legal requirements.
- Gained hands-on experience working with Wix.
- Served as a dedicated resource on a key project, providing specialized expertise and consistent support, which contributed to the project's success and client satisfaction.
- Collaborated effectively with US-based clients, understanding their unique requirements and delivering solutions that meet or exceed expectations.

## EDUCATION

### SECONDARY SCHOOL

Rishabh Academy

2016-2018

### BACHELOR OF COMPUTER APPLICATIONS

YMCA

2018-2021

## **SHOPIFY WEB DEVELOPER**

LYXEL & FLAMINGO

April 2022 - April 2023

- Managed multiple projects simultaneously, coordinating with cross-functional teams to deliver on-time.
- Built custom themes from scratch, tailored to client specifications, enhancing user experience and brand identity.

## **FRONT END DEVELOPER**

Creative Orion

Nov 2021 - Mar 2022

- Developed and customized WordPress websites, utilizing Elementor for design flexibility and efficiency.
- Created custom WordPress themes, tailoring solutions to meet specific client needs and branding requirements.
- Designed and developed e-commerce websites on Shopify, implementing features and functionalities to enhance user experience and drive sales.

## **WEB DESIGNER/ QUALITY ASSURANCE**

Adaan digital solutions

July 2021 - Oct 2021

- Replicated websites from Mono to Wix, ensuring accurate migration and consistent user experience across platforms.
- Worked in Quality Assurance, conducting thorough testing and post-testing evaluations to ensure website design integrity and functionality.

## **FRONT END DEVELOPER/ GRAPHIC DESIGNER**

Code Crew

Sep 2020 - July 2021

- Developed and maintained WordPress websites, focusing on user-friendly interfaces and responsive design.
- Designed user interfaces (UI) for various projects, enhancing usability and visual appeal.
- Created custom Shopify themes, optimizing the online shopping experience and aligning with brand aesthetics.
- Designed web graphics, infographics, and other visual content using Photoshop, contributing to the overall digital branding strategy.