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## SUMMARY

5+ years of experience building scalable web applications and high-performance websites using **Next.js, React, Shopify, WordPress, Webflow, and PHP**. Specialised in **full-stack development, custom plugin/apps development**, and SEO-first performance optimisation. Having a track record of delivering client-manageable platforms that drive business growth and better user experience.

## WORK EXPERIENCE

### Senior Software Developer

Feb 2022 - Present • 4+ Years

*Ifox Solutions - Shopify Partner Agency*

- Architect and deliver scalable full-stack applications using **Next.js, React, TypeScript, WordPress, Shopify, Webflow and PHP**, combining frontend performance, backend integrations, and CMS systems.
- Develop **custom themes, plugins, and platforms** focused on UI/UX optimisation, conversion growth, and business requirements.
- Led performance and SEO optimisation initiatives, improving Core Web Vitals and increasing Google PageSpeed scores by **20–50+ points across projects (e.g., 42 → 95, 68 → 92)**.
- Design technical architectures, build API-based workflows, and **mentor developers to maintain modern engineering standards**.

### Web Developer

Jan 2021 - Feb 2022 • 1 Year

*Ifox Solutions - PHP, WordPress and Shopify Experts*

- Build and maintain WordPress and Shopify platforms using **Core PHP, JavaScript, and AJAX**, delivering custom plugins, themes, and dynamic eCommerce functionality.
- Develop **asynchronous workflows and API integrations to create responsive, data-driven user experiences**.
- Architect database-backed solutions and backend logic aligned with business needs.

## SKILLS

**Frameworks & Languages:** Next.js, React, TypeScript, JavaScript, PHP, AJAX, Object-Oriented Programming

**Platforms & CMS:** WordPress, WooCommerce, Shopify, Webflow, Relume, Wix, Squarespace

**Frontend & UI:** HTML, CSS, Sass, Tailwind CSS, shadcn/ui, DaisyUI, GSAP, AOS Animations, Bootstrap

**Backend & Database:** MySQL, PostgreSQL, Prisma ORM, Supabase, Database Architecture and Planning

**API Integrations:** Google Gemini API, Google Places and Maps API, Gmail API, Google Drive API, Third-party APIs

**DevOps & Infrastructure:** Vercel, VPS Hosting, DNS Management, SMTP Setup

**Performance & Optimisation:** SEO (GSC, Analytics, Local SEO), Speed Optimisation, Security Hardening

**Workflow Management:** Git, GitHub, Jira, Asana

**AI & Automation:** Prompt Engineering, Automation Workflows, Cursor, ChatGPT, Claude, Grok

## EDUCATION

### B.Voc in Software Development

2019 - 2022 • Grade: 7.8 CGPA

*Tata Institute of Social Sciences (TISS)*

## CERTIFICATIONS

- **HubSpot:** Certified SEO Expert – Dec 2022
- **Meta (Coursera):** Version Control – Jan 2023, Programming in JavaScript – Dec 2022, Front-End Development – Nov 2022
- **LinkedIn:** WordPress: SEO – Nov 2022

## SELECT PROJECTS

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### FLOWKEM PIPES, *Next.js, TypeScript, PostgreSQL, Prisma ORM* | [flowkempipes.com](https://flowkempipes.com)

- Architected a **high-performance corporate website** using Next.js, TypeScript, PostgreSQL, and Prisma ORM, architected for scalability, SEO, and long-term maintainability.
- Designed and engineered a **custom admin panel** enabling independent management of products, blogs, testimonials, gallery, catalogues, form submissions, and quotation workflows.
- Automated quotation processing with dynamic **PDF and Excel generation directly from the admin panel**, reducing manual effort and improving operational efficiency.
- Implemented security best practices and performance optimisations, achieving **94+ Google PageSpeed scores** and improving Core Web Vitals.

### SYNC WORDPRESS POSTS TO SHOPIFY, *Custom WordPress Plugin, Shopify GraphQL API* [github.com/yashrojha/sync-wp-posts-to-shopify](https://github.com/yashrojha/sync-wp-posts-to-shopify)

- Developed a custom WordPress plugin to automatically sync blog posts with Shopify articles using the **Shopify Admin GraphQL API**.
- Implemented automatic **synchronisation on publish/update events** with an option for **manual post-level syncing**. This synced title, content, excerpt, tags, author, featured image, and SEO metadata.

### COMPARTES, *Shopify, JavaScript, Liquid* | [compartes.com](https://compartes.com)

- Built custom sections and advanced features, including **Visual UGC integration**, custom collection templates, and a dynamic **Custom Chocolate Order Cakes** page.
- Optimised performance and site structure, **upgrading Google PageSpeed scores** from 68 to 92.
- Enhanced overall user experience, responsiveness, and engagement across devices.

### REFINERY EVENTS, *Webflow, Relume, JavaScript* | [refinery-events.com](https://refinery-events.com)

- Structured a scalable and maintainable architecture using the **Client-First Style System**.
- Implemented CMS collections to enable seamless, non-technical content management.
- Delivered a fully responsive website with advanced animations and interactions, **achieving 97+ Google PageSpeed scores** through performance optimisation.

### ROHAN PRAKASHAN, *WordPress, WooCommerce, PHP, JavaScript* | [rohanprakashan.com](https://rohanprakashan.com)

- Conducted the redesign and upgradation of their **e-commerce store**, delivering a modern, conversion-focused UI that **improved navigation** and overall user experience.
- Engineered a **custom membership-based coupon and discount plugin, implementing dynamic role-based pricing logic**.
- **Increased customer retention by 45%** with optimised responsiveness and cross-device stability to ensure consistent performance.

### MAROON SAGA, *Django, HTML, CSS, JavaScript, Ajax* | [maroonsaga.com](https://maroonsaga.com)

- Built and integrated dynamic **Django templates connected to backend models and routing logic**, enabling seamless frontend–backend data flow.
- Contributed to system architecture decisions and backend development, including Django models and database design.
- Optimised SEO, performance, and **cross-device responsiveness** for scalable e-commerce functionality.