Pranjali Sachan

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Summary

Web Developer with 5+ years of experience building fast, responsive, and scalable websites across WordPress, Shopify, and Webflow. Specialized in custom theme development, CMS architecture, and optimized UX/UI design. Skilled in PHP, JavaScript (ES6+), React.js, REST API integrations, SQL/MySQL databases, and performance optimization using HTML5, CSS3, Tailwind, and modern frontend frameworks. Experienced with HubSpot CMS integrations, technical SEO, analytics, and deployments on WP Engine, Hostinger, Vercel, and AWS, delivering secure, SEO-friendly, and conversion-focused digital experiences while supporting end-to-end project delivery.

Technical Skills

Skills: WordPress, PHP, JavaScript (ES6+), TypeScript, React.js, Next.js, HTML5, CSS3, SASS, Tailwind CSS, Bootstrap, jQuery, Custom WordPress Themes, Custom WordPress Plugins, ACF, WooCommerce, Gutenberg, Elementor, HubSpot CMS, Webflow, Liquid, Shopify Theme Development, Airtable, Supabase, Storefront API, REST APIs, MySQL, SQL, Git, GA4, Google Tag Manager, Google Search Console, Technical SEO, Core Web Vitals, PageSpeed Optimization, Figma, cPanel, WP-CLI, Zapier, Netlify, Vercel, AWS, Docker, Agile, Project Management.

Professional Experience

Web Developer, *Uniqcli*   06/2025 – Present

• Created and customized responsive WordPress themes and reusable page templates using PHP, JavaScript, and ACF for dynamic, database-driven content.

• Optimized technical SEO across WordPress sites, improving Core Web Vitals, indexing, and on-page structure, contributing to a 75% increase in organic search traffic.

• Integrated REST APIs, HubSpot tools, third-party services, and Airtable data sources to support automated content and marketing workflows.

• Optimized website performance through caching strategies, image compression, database optimization, and SEO best practices using Yoast, GTmetrix, and PageSpeed tools.

• Managed end-to-end website projects from discovery and requirements gathering through development, QA, stakeholder reviews, and production launches.

• Led large-scale website migrations, transferring 15+ sites to WordPress with zero downtime while preserving SEO equity and data integrity.

• Tracked tasks and timelines using Asana and Trello, managing multiple concurrent client projects.

Software Developer, *Rumzer LLC*   11/2024 – 08/2025

• Built responsive, accessible user interfaces using HTML5, CSS3, Bootstrap, JavaScript, and React.js following modern frontend best practices.

• Designed reusable UI components and optimized layouts for performance, scalability, and cross-browser compatibility.

- Improved page load speed and user experience through frontend optimization, asset reduction, and responsive design techniques.
- Developed and maintained React-based applications using component-driven architecture and client-side routing.
- Collaborated with backend teams to integrate APIs and ensure reliable data flow between frontend and server systems.

IT Consultant, *Apisero Inc. (an NTT Data Company)*   04/2021 – 07/2022
- Collaborated with UI/UX designers to convert Figma designs into responsive, production-ready interfaces using HTML, CSS, and JavaScript.
- Customized WordPress and Shopify solutions for enterprise clients, including theme customization, plugin configuration, and UI enhancements.
- Developed Liquid templates, reusable Shopify sections, and integrated third-party applications to support scalable eCommerce solutions.
- Implemented Shopify REST and GraphQL APIs for dynamic product rendering, cart logic, and system integrations.
- Worked in Agile environments, participating in sprint planning and delivery using Jira while supporting cross-functional teams.

UI Developer, *Digital Expert*   01/2019 – 03/2021
- Built interactive, secure UI components using client-side scripting and followed accessibility and W3C standards.
- Built and maintained websites using React, HTML, CSS, JavaScript, and CMS tools.
- Designed vector and bitmap graphics for UI components, icons, and marketing creatives using Adobe Flash (legacy) and design tools.
- Worked closely with designers and product teams to refine flows, optimize layouts, and ensure smooth handoff from Figma to code.
- Improved user experience through iterative design reviews, usability enhancements, and accessibility-focused updates (WCAG guidelines).
- Used platforms and tools such as Canva, Adobe Creative Suite, Figma, Google Analytics.

Certificates

- Meta Front-End Developer Certificate
- EC-Council - Ethical Hacking Essential

Education

Master of Science in Information Technology,   Columbus, Ohio
Franklin University