

PRANJALI SACHAN

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SUMMARY

Web Developer specializing in end-to-end website development, CMS migrations, technical SEO, and website growth. Experienced in building, redesigning, migrating, optimizing, and maintaining websites across WordPress, Webflow, HubSpot, Shopify, and modern frontend frameworks. Also working on AI-driven search and SEO workflows, including improving website visibility across Google AI Overviews and generative search platforms, building an AI visibility reporting dashboard, and contributing to a product designed to automate SEO analysis and optimization workflows.

EXPERIENCE

Web Developer, Uniqcli LLC, June 2025 – Present

- Manage end-to-end development and optimization of client websites across WordPress, HubSpot, Webflow-style platforms, and modern frontend frameworks, covering planning, development, integrations, QA, launch, SEO, analytics, and ongoing maintenance.
- Translate design requirements and Figma layouts into reusable, mobile-first UI components using Flexbox, CSS Grid, responsive breakpoints, and component-based architecture.
- Build scalable Next.js blog and article templates with reusable layouts, dynamic routes, category and tag structures, and headless CMS-ready content models.
- Integrate Airtable, HubSpot, Gravity Forms, analytics platforms, REST APIs, and marketing systems to support lead capture, dynamic content, and campaign workflows.
- Built an AI visibility dashboard to track brand and website visibility across AI-driven search experiences and help identify opportunities to improve content discoverability.
- Support Git-based workflows, code reviews, debugging, production QA, deployment validation, and ongoing website maintenance.
- Optimize websites for performance, technical SEO, structured data, internal linking, and AI-driven search visibility.
- Manage website migrations, redirects, DNS configuration, SSL checks, metadata mapping, and launch support.

Software Developer, Rumzer LLC, Nov 2024 – Aug 2025

- Migrated an 11ty-based web application to Angular, rebuilding the frontend using TypeScript, Angular routing, RxJS, services, dependency injection, reactive forms, Tailwind CSS, and Angular Material.
- Developed responsive, reusable UI components and mobile-first layouts using Flexbox, CSS Grid, and consistent design patterns.
- Built SEO-friendly Next.js resource pages using App Router, SSR, dynamic routes, reusable templates, optimized metadata, and image optimization.
- Converted Figma mockups into responsive WordPress pages and reusable UI sections with accessibility and cross-browser compatibility.
- Integrated REST APIs using asynchronous data handling, form validation, loading states, structured error handling, and user-friendly feedback.
- Supported Git workflows, build validation, environment configuration, asset optimization, deployment, and production QA.

IT Consultant, Apisero Inc. (kpi.ai), April 2021 – July 2022

- Developed and customized responsive Shopify and WordPress interfaces using HTML5, CSS3, JavaScript, PHP, Shopify Liquid, and Elementor.
- Implemented frontend enhancements, reusable page sections, product and content layouts, and responsive eCommerce experiences.
- Integrated REST and GraphQL APIs for dynamic content, product rendering, and connected platform workflows.

- Configured Shopify applications and WordPress plugins to support marketing, content, and eCommerce functionality.
- Performed QA, debugging, performance optimization, accessibility improvements, and technical SEO updates.

UI Developer, Digital Expert, Jan 2019 – March 2021

- Designed and developed responsive websites using WordPress, HTML, CSS, JavaScript, and PHP for clients.
- Improved accessibility by refining layouts, optimizing user flows, and applying WCAG 2.1 AA-aligned design standards.
- Managed Shopify storefront updates and optimization, using analytics and user behavior insights to improve product pages, content structure, metadata, internal linking, page speed, mobile experience, and conversion-focused UX.
- Supported WordPress website updates with technical SEO, local SEO, metadata, internal linking, and location-based landing page improvements.

SKILLS

HTML5, CSS3, Sass/SCSS, JavaScript ES6+, TypeScript, React.js, Next.js, Angular, RxJS, jQuery, AJAX, Responsive Design, Mobile-First Development, CSS Grid, Flexbox, Tailwind CSS, Material UI, Figma, Design-to-Code, Reusable UI Components, Cross-Browser Compatibility, Accessibility, WCAG 2.1 AA, Shopify, Shopify Liquid, Shopify Theme Customization, Shopify App Integrations, WordPress, Webflow, ACF, Gutenberg, Elementor, Divi, Headless CMS, Custom Themes, Plugin Customization, REST APIs, GraphQL APIs, PHP, MySQL, PostgreSQL, Git, GitHub, Website Migrations, AWS, Netlify, Vercel, Airtable, Stripe, Technical SEO, Schema Markup, Google Search Console, Google Tag Manager, Google Analytics, Ahrefs, Screaming Frog, Microsoft Clarity, Rank Math, Yoast, PageSpeed Insights, GTmetrix.

EDUCATION & CERTIFICATIONS

M.S. in Information Technology, Franklin University | 2024

Certificates - Meta Front-End Developer, Ethical Hacking Essential