

A skilled Shopify/Frontend professional with 5 years of experience with Shopify liquid templating coding & Frontend development.

Github : <https://github.com/jyotiahluwalia>

Work Experience :

Company: UrbanMonkey

Designation: Senior Front-end Developer

Duration: Feb 2021 – till date

Responsibilities:

◆ Shopify Developer

- o Understand the intended scope of the project and prepare a developing plan with various parameters identified in the initial step.
- o Work closely with the design team for better UX
- o Work closely with SEO team to implement schemas, robots, sitemap, event tracking and scripts related to analytics and campaign
- o Work closely with the operations team to ensure customer satisfaction with the website UX

◆ CRO(Conversion Rate Optimization)

- o Studying and creating improvement reports from heatmap tools(hotjar, clarity,lucky orange) and came up with solutions to increase the conversion rate.

◆ Accomplishment

- o Revamped the website by improving the customer route on the website
- o Worked on the core web vitals due to which score increased from 25 to 40 that lead to 481.91% of sales growth
- o 100% decrease in customer related queries after the launch of website with improved UX and website customer route
- o Increase in shopify speed score from 3 to 23

Company: Togglehead Digital Private Limited

Designation: Senior Front-end Developer

Duration: April 2018 – Jan 2021

Responsibilities:

◆ Frontend Developer / Shopify Developer

- o Understand the intended scope of the project and prepare a developing plan with various parameters identified in the initial step.
- o Mentored team of 3 UI Developer professionals.
- o Developing client friendly backend by understanding their requirements and needs.
- o Understanding the fundamentals of implementation and customization in Shopify development. o

Installed & Customized new Shopify theme.

- o Version control and source code management like GIT, Bitbucket.
- o Coordinate with the designers and develop pixel perfect websites from designs.
- o Monitored web pages & sites for continuous improvement and follow web performance best-practice.
- o Building high-quality, responsive layouts and with smooth interactions
- o Conduct training to clients to make them aware of the overall shopify services and website flow.
- o **Learning Resources:** Udemy, Linkedin

◆ **Accomplishment**

- o Improved the UX of the site which helped in customer engagement
- o Optimized the site by removing any unwanted apps and code which ultimately boost sales

Website projects:	
<ul style="list-style-type: none">• https://www.cocooncarpets.com/• https://noblefoodsandbeverages.com/• https://www.redarchitects.in/• https://www.lovegen.com/• https://mealofthemoment.com/	<ul style="list-style-type: none">• https://hunkemoller.in/• http://www.modpkg.com/• https://www.supersox.in/• https://paio.co/• http://caffeartisan.myshopify.com/• https://www.renge.co.in/

Company: Togglehead Digital Private Limited

Designation: Junior UI Developer

Duration: Feb 2016 – April 2018

Responsibilities:

◆ **Frontend Developer / Shopify Developer**

- o Understand the intended scope of the project.
- o Understanding the fundamentals of implementation and customization in Shopify development.
- o Installed & Customized new Shopify theme.
- o Version control and source code management like GIT, Bitbucket.
- o Coordinate with the designers and develop pixel perfect websites from designs.
- o Monitored web pages for continuous improvement
- o Web performance best-practice.
- o **Learning Resources:** Udemy, Linkedin

◆ **Accomplishment**

- o Improved the UX of the site which helped in customer engagement.
- o Optimized the site by removing any unwanted apps and code which ultimately helped in increased sales.

Website projects:	
<ul style="list-style-type: none"> • http://venjaracarpets.com/ • https://www.rawpressery.com/ 	<ul style="list-style-type: none"> • https://sherrymerchant.com/ • http://airglowaviation.com/

Company: Togglehead Digital Private Limited

Designation: Internship

Duration: Dec 2015 – Feb 2016

Responsibilities:

♦ Intern(Frontend Developer)

- o Researched on various ecommerce UI/UX trends.
- o Maintained ecommerce websites on Shopify and studied their scope and requirements to enhance their website.
- o Exploring Shopify Platform.
- o Researched on web performance best-practice.
- o Products Upload and worked Shopify services like the seo implementation under guidance of the seo team.
- o **Learning Resources:** Udemy, Linkedin

Website projects:	
<ul style="list-style-type: none"> • https://www.urbanmonkey.com/ • https://www.cocooncarpets.com/ 	<ul style="list-style-type: none"> • https://www.truefittandhill.in/

Skills Summary:

Programming Languages : Liquid, HTML5, CSS, SCSS, Javascript, jQuery

Platform: Shopify, Basic Wordpress

Educational Summary:

Name Of Course	Institution	Year of passing
BE-Computers	Smt Indira Gandhi College of Engineering	2015
HSC (10+2)	N.K.T.T. College	2011
SSC	Holy Mary Convent High School	2009

Personal Information:

- ◆ Date of birth: : 15/08/1993
- ◆ Gender : Female
- ◆ Marital Status : Unmarried
- ◆ Address : Pioneer Park, Flat No-404, Building No-2, Dhokali Naka Kolshet Road, Thane - 400607
- ◆ Languages Known : English, Hindi & Marathi

Declaration:

-- I hereby declare that the information furnished above is true to the best of my knowledge.

Date :

Jyoti Ahluwalia