Pooja Gupta

7008707325
pooja753001@gmail.com
https://linkedin.com/in/pooja-gupta-b0885315a

Skills

- Technical Skills - HTML, CSS, JavaScript, Bootstrap, PHP, jQuery, Ajax, React JS, Debugging, RESTful APIs, JSON, XML, MySQL, Git, Adobe Photoshop, Adobe XD, Web Development, Responsive Web Design, Web API, MVC, Google Analytics, Google Tag Manager, AWS
- CMS Platforms - WordPress, Drupal, Prestashop, Opencart, Shopify.
- Strengths - Quick Learner, Self-motivated, Excellent Communication, Positive Attitude, Flexible, Able to work Independently.

Experience

- **DIGISOURCE SOLUTIONS PVT LTD, Chennai**   Dec 2021 - Present
  WordPress PHP Developer
    - Designed landing pages in WordPress using custom template and using page builder like Elementor, Elementor Pro, Divi builder. Developed custom UI components and its custom functionalities using PHP, jQuery.
    - Optimized website performance by identifying and resolving peformance bottlenecks, leading to a 20% increase in page load speed and improved user experience.
    - Developed third-party Payment Plugins/modules, API integration on WordPress. Designed payment modules on various CMS platforms such as Prestashop, Drupal, Opencart.
    - Managed timely fixes and ensured updates to the deployed plugins.
    - Conducted meetings with clients to handle project-related queries, or updates. Maintained WordPress websites, testing/troubleshooting complex bugs.
    - Have good experience working in financial/payment services.

- **ANNAJI INFOTECH, Chennai**   Mar 2021 - Nov 2021
  Web Developer
    - Created WordPress websites from scratch with Adobe XD designs approved by clients.
    - Integrated modern design principles and responsive layouts, increase in mobile traffic by 40%.
    - Hands-on experience in Optimization of WordPress sites, that increased the page loading speed by 50%.
    - Developed custom themes and plugin functionalities using PHP, Ajax, jQuery.
    - Created custom UI components for multiple websites.
    - Experienced in complete website setup, including configuring hosting platforms like Hostinger and GoDaddy, and creating and managing WordPress sites.

- **IREND INFOTECH PVT LTD, Chennai**   Nov 2019 - Jan 2021
  Junior Web Developer
    - Revamped website by modifying the existing code with HTML and CSS web standards, while ensuring HTML validation and rectifying errors encountered. Performed conversion of HTML to WordPress template.
    - Resolved issues using chrome debug tool and improved website speed by 30%, significantly reducing bounce rates and increasing user engagement.

Projects

- **Embedded Checkout Payment Plugin**
  The plugin allows to accept payment from customers in the checkout itself with an embedded form.
  Platform - WordPress
  Tech stack - HTML, CSS, JavaScript, PHP, JSON.
  Link - https://wordpress.org/plugins/latpay-direct-payment/

- **Minimal E-commerce Website**

Designed minimal looking e-commerce website from scratch using WooCommerce for my client.
Platform - WordPress
Tech stack - MVC, HTML, CSS, JavaScript, PHP, MySQL.
Link - https://ppdadesigns.com/

- **Direct Model Payment Extension**

  This payment module allows customers to make their transaction in a smooth process by redirecting them to gateway page.
  Platform - Opencart
  Tech stack - MVC, HTML, CSS, JavaScript, PHP, MySQL
  Link - https://rb.gy/rmb3t3

Education

Course / Degree	School / University	Grade / Score	Year
BTech in Electronics and Telecommunications Engg	A.B.I.T, Odisha	Scored 7.8 CGPA being the topper of the batch.	2014-2018