

ADITI KOTWAL

Software Engineer

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Hyderabad



SUMMARY

Experienced full stack developer having hands-on expertise in creating dynamic and userfriendly e-commerce solutions. Proficient in both frontend and backend development, with a strong command of Magento's architecture and customization.

EDUCATION

AGM College of Engineering and Technology

Bachelor's Degree in BE With CSE 2018 – 2022

SKILLS

- **Languages:** PHP, HTML, CSS, Javascript, Java, Laravel
- **CMS:** Magento2, WordPress, Shopify.
- **Version Control:** Git
- **Project Management:** Jira
- **Database Management:** MySQL
- **Web Technologies:** XML, JSON, REST
- **Frontend Frameworks:** Bootstrap, jQuery
- **Web Servers:** Apache, Nginx
- **Operating Systems:** Windows, Linux.

CERTIFICATIONS

- Adobe Certified Professional - Adobe Commerce Business Practitioner.

PROFESSIONAL EXPERIENCE

Software Engineer 1

I95Dev Pvt Ltd | Sep 2023 - Present

- Applied Magento development skills at i95Dev to contribute to the design and implementation of e-commerce solutions.
- Experienced Software Developer with expertise in **Magento** and **WordPress**, specializing in eCommerce solutions and dynamic website development.
- Skilled in building, customizing, and optimizing WordPress websites using custom themes, plugins, and third-party integrations.
- Proficient in implementing **SEO strategies**, improving search engine rankings through optimized content, clean code, and responsive designs.
- Collaborated with the development team to customize and optimize Magento modules to meet specific business requirements.
- Worked on Magento extensions and themes to enhance the functionality and aesthetics of e-commerce platforms.
- Engaged in troubleshooting and resolving technical issues, ensuring the smooth functioning of Magento-based systems.
- Participated in the development lifecycle, from requirement analysis to deployment, ensuring the delivery of high-quality Magento solutions.

Software Developer Intern

eze.ai | Feb 2023 - July 2023

- Developed and maintained company websites using PHP and Laravel, contributing to digital marketing efforts and improving website performance.
- Implemented SEO strategies to increase web traffic and improve search engine rankings.
- Interacted with clients, CSOs, and team members, demonstrating strong communication and problem-solving skills.
- Utilized strong presentation skills to communicate project updates and strategies to stakeholders.

PROJECTS

Ecommerce Website

Technology Used: **Magento 2**, XML, Javascript, MySql,Git

- Specializing in Magento technology to develop and enhance an eCommerce website.
- Handled **frontend customizations**, including responsive designs, layout changes, and UI/UX enhancements to improve customer engagement.
- Managed **backend customizations** such as module development, database management, and integration of third-party APIs.
- Implemented critical features like advanced search, product filtering, and user account management to optimize the shopping experience.
- Addressed core Magento requirements such as:
 - **Catalog Management:** Product creation, categorization, and inventory handling.
 - **Order Management:** Streamlined checkout processes and payment gateway integrations.
 - **User Management:** Customized roles, permissions, and user data handling.
 - **Performance Optimization:** Conducted speed optimization and implemented caching solutions for faster load times.
 - **Security Enhancements:** Ensured robust data protection using secure coding practices.

Wordpress Website

Technology Used: **PHP,HTML,CSS,Javascript**

- Built and customized websites for small and medium-sized businesses using WordPress.
- Developed custom themes and plugins to meet unique client requirements.
- Integrated third-party tools such as CRM systems, email marketing tools, and SEO plugins for better functionality.
- Optimized websites for speed and search engine rankings using best practices in performance tuning and on-page SEO.
- Provided end-to-end project management, including requirements gathering, design, development, and post-launch support.

Dynamic Website Development

Technology Used: **PHP**, Laravel, Tailwind Css

- Designed and developed a feature-rich website using **PHP**, **Laravel**, and **Tailwind CSS**, ensuring modern, responsive, and visually appealing user interfaces.
- Focused on SEO best practices by implementing optimized meta tags, clean URL structures, keyword integration, and schema markup to enhance search engine visibility.
- Integrated CRM functionalities to streamline customer data management and automate workflows, improving client-business interaction efficiency.
- Developed custom modules for data visualization, form processing, and email notifications to meet specific client requirements.
- Built a robust backend system with API integrations for third-party tools like payment gateways and email marketing services.
- Leveraged **Tailwind CSS** to create a scalable design system, ensuring consistency across the site while optimizing page load times.
- Conducted thorough performance optimization using caching mechanisms, database indexing, and code refactoring.
- Implemented user authentication, role-based access control, and secure data handling practices for enhanced application security.
- Performed cross-browser testing and mobile responsiveness checks to deliver a seamless user experience across all devices.