

Yati Varshney

WEB DESIGNER & DEVELOPER

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PROFESSIONAL SUMMARY

Highly accomplished Frontend Developer with 3+ years of professional experience specializing in robust, user-centric, and Responsive Web Design. Expert in advanced WordPress Theme and Plugin Development, delivering high-performance, SEO-optimized websites. Master of the core technology stack: HTML5, CSS3, JavaScript (ES6+), and Bootstrap. Proficient in translating complex designs from Figma and Canva into clean, functional code, with foundational knowledge of React.js for modern UI creation. Dedicated to maximizing User Experience (UX) and achieving project goals through clean, standards-compliant development.

SKILLS

- WordPress Theme Development
- WordPress Plugin Development
- HTML5, CSS3, JavaScript
- Wireframing & Prototyping (Figma)
- E-commerce Website Development
- Client Communication & Collaboration
- Responsive Design (Bootstrap, Media Queries)
- Cross-browser Compatibility
- Front-end Optimization & Performance
- UI Design Principles
- PHP & MySQL
- Git & Version Control

PROFESSIONAL EXPERIENCE

Web Developer | Blossobit Technologies, Lucknow July 2025 - present

- Develop and maintain responsive, user-friendly websites using WordPress, HTML, CSS, JavaScript, and PHP.
- Create custom WordPress themes and plugins tailored to client requirements, ensuring high performance and SEO optimization.
- Collaborate with design and development teams to implement UI/UX best practices and deliver engaging user experiences.
- Optimize website speed, cross-browser compatibility, and mobile responsiveness to improve overall site quality.
- Troubleshoot and resolve website issues, ensuring seamless functionality and client satisfaction.

Web Developer | STUDDS Accessories Limited, Faridabad Jan 2023 - June 2025

- Redesigned client websites to enhance navigation and visual appeal.
- Developed custom WordPress themes from scratch using HTML5, CSS3, JavaScript, and PHP.
- Implemented responsive design for consistent user experience across devices.
- Created reusable code snippets for rapid plugin and theme development.
- Collaborated with cross-functional teams to meet project objectives.

Web Designer | ArtiimaZ Private Limited, Lucknow

April 2022 - Dec 2022

- Created prototypes, mockups, and visual designs to communicate website concepts to clients.
- Researched modern web design trends to guide new project development.
- Provided technical support and troubleshooting for website deployment and maintenance.
- Reviewed and optimized code to maintain high standards of quality and accuracy.

Web Designer- Intern | Leads4Needs, Delhi

Feb 2022 - April 2022

- Designed and developed modern, responsive websites tailored for business users.
- Built user-friendly interfaces and implemented intuitive navigation for optimal user experience.
- Collaborated with teams to gather requirements and achieve project objectives.

PROJECTS

Shop.studds.com – E-commerce Platform

- **URL-** <https://shop.studds.com/>
- Developed and maintained a custom e-commerce platform for selling designer earrings using WordPress, HTML5, CSS3, and PHP.
- Implemented responsive web design, SEO best practices, and ensured cross-browser compatibility for optimal performance.
- Integrated payment gateways and developed secure checkout functionality.
- Collaborated with designers and stakeholders to introduce new features and enhancements, maintaining fast load times and robust security.

SMK Helmets – E-commerce Platform | Product Showcase Website

- **URL-** <https://smkhelmets-us.com/>
- Designed and developed this website using HTML, CSS, JavaScript, and WordPress, building a scalable and mobile-responsive platform for helmet products.
- Implemented advanced custom features, including dynamic product galleries, interactive color swatches, and a secure, streamlined checkout process.
- Conducted comprehensive testing and debugging, maintaining high performance and seamless functionality.
- Collaborated closely with the client to reflect their brand identity and vision, providing ongoing updates based on feedback to deliver a visually appealing, intuitive, and user-friendly website.

Rajvi International – Recruitment and HR Global Solutions Website

- **URL-** <https://rajviinternational.com/>
- Designed and developed rajviinternational.com using WordPress, HTML5, CSS3, and JavaScript to support international recruitment operations and HR consultancy.
- Created a dynamic, responsive website architecture, optimizing for SEO, mobile compatibility, and performance across devices.
- Developed tailored sections for overseas recruitment, healthcare staffing, outsourcing, and HR services, making content easily navigable for diverse audiences.
- Integrated appointment booking features, information sections, and testimonial displays to boost user engagement and lead generation.
- Ensured site security, fast load times, and ongoing maintenance to support critical business functions.

EDUCATION

Bachelor of Technology, Computer Science Engineering

Shri Ram College of Engineering & Management, Palwal
2023 – Present

Diploma, Information Technology

Government Girls Polytechnic, Lucknow
2022

Intermediate, Physics, Chemistry, Mathematics

Tikaram Girls Inter College, Aligarh
2019