CHETAN RATHOD

Frontend & WordPress Developer — Custom Web Solutions — SEO Specialist

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PROFESSIONAL SUMMARY

Results-driven Frontend & WordPress Developer with 2+ years of experience building scalable, high-performance websites and eCommerce solutions. Expert in WordPress (Elementor, WooCommerce, ACF), Shopify, HTML5, CSS3, JavaScript, and PHP. Proven track record of improving website performance by 95%, increasing customer engagement by 40%, and delivering 52+ successful client projects. Passionate about clean code, responsive design, and SEO optimization.

TECHNICAL SKILLS

Languages & Frameworks: HTML5, CSS3, SCSS, JavaScript, jQuery, PHP, Bootstrap
CMS & Platforms: WordPress, Elementor, WooCommerce, ACF, Shopify, Custom Theme Development
Tools & Technologies: Git, GitHub, Figma, Photoshop, SEO Optimization, Responsive Email Templates
Core Competencies: Frontend Development, Mobile-First Design, Performance Optimization, UI/UX Enhancement, Security Best Practices, Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

WordPress Developer *May 2025 – Present*
WeHear Innovations Pvt. Ltd. (Including Quantum Stride Ventures) Ahmedabad, Gujarat, India

- Architected and deployed 10+ WordPress websites using Elementor, WooCommerce, ACF, and custom PHP/JS, delivering responsive and SEO-friendly solutions with mobile-first design approach
- Improved website load speed by 40% through strategic code optimization, caching implementation, and performance tuning across multiple client projects
- Enhanced customer engagement by 30% by implementing modern UI/UX patterns, animations, and intuitive navigation structures
- Developed custom WordPress themes from Figma designs, ensuring pixel-perfect implementation and cross-browser compatibility
- Implemented security best practices including SSL integration, regular updates, and vulnerability mitigation to ensure 99.9% uptime
- Collaborated with cross-functional teams including designers, marketers, and project managers to deliver projects ahead of schedule
- Built scalable eCommerce stores with complete product management, checkout systems, and user dashboards

Frontend Developer *November 2023 – May 2025*
Webyant Technologies Disa, Gujarat, India

- Transformed 20+ Figma/PSD designs into pixel-perfect, responsive frontend builds using HTML5, CSS3, SCSS, and Bootstrap
- Developed custom Shopify eCommerce stores with enhanced user experience, resulting in improved conversion rates
- Integrated jQuery-based dynamic interactions and animations to create engaging user interfaces
- Created responsive email templates for marketing campaigns, ensuring compatibility across all major email clients
- Established Git/GitHub workflows for version control, code review, and deployment processes
- Collaborated with backend developers to integrate RESTful APIs and dynamic content systems
- Maintained consistent code quality through adherence to web standards and best practices

KEY PROJECTS

Enterprise E-Commerce Platform: Built full-featured WordPress WooCommerce store with custom product filtering, user dashboards, payment gateway integration, and mobile-responsive design serving 1000+ daily users

Corporate Website Suite: Developed custom WordPress theme from scratch based on Figma specifications, implementing advanced animations and interactive elements

High-Conversion Landing Pages: Created multiple responsive marketing landing pages that increased client conversion rates by optimizing load times and user flow

EDUCATION

Diploma in Computer Engineering 2022 – 2025
Gujarat Technological University (GTU), Ahmedabad

ADDITIONAL INFORMATION

Languages: English (Professional), Hindi (Native), Gujarati (Native)
Soft Skills: Problem-Solving, Time Management, Attention to Detail, Team Collaboration, Communication