



# ADARSH TRIPATHI

Full Stack Developer

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Github: <https://github.com/adarshtripathi1998>

Portfolio: <https://adarshtripathi.itweblens.com/>

Aspiring to leverage my expertise in Web development and design as a Full-stack developer, I am eager to contribute to innovative digital solutions that drive user engagement and align with the dynamic goals of your esteemed organization.

## Skills

HTML5 CSS3 Material UI SaaS JavaScript jQuery TypeScript React.js Redux  
Next.js NodeJS APIs Custom SaaS Dashboard Styled Components Agile Shopify API  
Liquid GraphQL API Customization Integrations Git GitHub Deployment AB Testing  
MongoDB Material UI Tailwind JIRA BigCommerce Populla Joomla DUDA  
WIX Builder Gatsby CMS WordPress Kentico CMS HubL HubSpot CMS Builder.io  
Strapi CMS Problem management Environment management Optimizely CMS  
Automation Tools AI AI Integration Theme Personalization PostgreSQL Vite  
Server Side Rendering (SSR) API RESTful API GraphQL API Material UI Liquid  
Shopify APP Development MySQL Database Problem Solving AI Tools AI Models Integration  
AI Chatbots Redux TypeScript Emailer Design On-Page SEO Optimization

## Work Experience

### WEB DEVELOPER / DESIGNER

09/2023 – Present

Foxx Life Sciences • Remote, USA, India

- Evaluated and maintained 6+ websites simultaneously, ensuring optimal performance, accessibility, and user experience across B2B and B2C platforms
- Conceptualized, designed, and deployed bespoke features and functionalities in development environments, followed by rigorous testing and production rollout

- Engineered SaaS dashboards for admin, member, and client-side users with secure login systems, drawing libraries, inquiry support, and granular access control
- Built centralized admin dashboards enabling one-on-one communication and dynamic feature assignment for members
- Designed and developed a Travel Tips & Adventure website for YouTube channels, offering resources on outdoor activities, cruising, and fishing
- Developed and deployed custom features on Shopify using GraphQL API, Liquid, and Node.js
- Constructed a Node.js-based Headless CMS using Strapi for scalable content management
- Designed and deployed two SaaS dashboards using ReactJS, Redux, Node.js, MongoDB, APIs, and Socket.IO to enhance communication and user experience
- Resolved complex cross-browser issues related to JavaScript, CSS, and performance, maintaining consistency across static and dynamic websites
- Implemented SEO best practices, micro-interactions, and accessibility enhancements to boost engagement and usability
- Managed third-party integrations, product listings, and catalog accuracy across multiple platforms
- Executed performance optimizations and ensured web accessibility, heightening overall user satisfaction
- Built a Newsletter Management Tool integrating databases and Google Sheets for campaign tracking, subscriber segmentation, and automated email dispatch
- Integrated AI-powered chatbots for eCommerce stores to enhance customer support, product discovery, and conversion
- Currently building a comprehensive Outdoors Discovery & Booking platform combining features of Expedia, TripAdvisor, and Amazon
- Enabling users to explore destinations, book flights, hotels, car rentals, cruises, and shop for outdoor gear (hiking, fishing, camping, 4x4, etc.)
- Developing an AI recommendation chatbot using OpenAI, Gemini, and integrated model APIs to deliver real-time, contextual travel and product insights
- Creating admin, user, and community dashboards for content control, personalized access, and experience sharing
- Leveraging technologies including ReactJS (with Vite), Node.js, PostgreSQL, REST & GraphQL APIs, Socket.IO, Material UI, Tailwind CSS, GCP, Google Maps API, Google Places API, and third-party partner APIs
- Establishing a revenue model based on affiliate partnerships and ad monetization

## **WEB DEVELOPER / DESIGNER**

12/2022 – 08/2023

Ubon India Pvt. Ltd. • Onsite, India

- Designed and developed two dynamic websites, ubon.in and vingajoy.com, including a custom Shopify app to ensure seamless operational functionality.
- Conceptualized and developed custom features and functionalities in a development environment, followed by successful deployment to production after rigorous testing.
- Addressed customer inquiries regarding orders, tracking, shipments, and marketing, delivering timely and effective solutions to enhance client satisfaction.
- Monitored and improved the website's UI/UX, adopting a mobile-first design approach using prototyping tools like Figma to create multiple design iterations.
- Utilized Builder.io CMS Platform to create engaging websites.
- Integrated and configured third-party applications, APIs, and webhooks to enhance website capabilities and functionalities.
- Managed and maintained product listings, ensuring the accuracy and currency of information, images, and descriptions.

- Identified and resolved website bugs efficiently, collaborating with the graphics team to improve the overall look and user interface.
- Implemented and managed email marketing campaigns and web push notifications, effectively driving customer engagement and conversions.
- Designed personalized email templates and optimized the Shopify automated email system for effective customer communications.
- Oversaw and improved company apps, focusing on layout and component enhancements to enrich user experience.
- Optimized Shopify website performance through meticulous code and asset management, improving speed and response times.
- Collaborated with design and marketing teams to create visually appealing and conversion-driven websites.
- Conducted routine website maintenance and administration tasks.
- Developed and deployed custom features as per business requirements.
- Created unique unlisted applications to add specialized functionalities to the website.
- Monitored UI/UX for continuous improvement.
- Managed email marketing and web push notifications effectively.
- Optimized automated email campaigns and designs within Shopify.
- Oversaw app performance and improvements for better usability.
- Developed custom applications to cater to specific user needs.
- Conducted thorough speed optimization of websites, ensuring quick load times.
- Executed SEO strategies with precision.
- Integrated third-party applications and ensured rigorous configuration processes.
- Regularly designed and revamped the website to keep it fresh and user-centric.
- Identified and rectified bugs promptly.

## **FREELANCE WEB DEVELOPER**

01/2021 – Present

Marketitup • Remote, India

- Interpreted client requirements and transformed them into effective website designs that resonate with their brand identity.
- Website Design: Crafted visually stunning and user-friendly websites that align seamlessly with clients' branding requirements.
- Created client websites using Gatsby and Builder.io, while conducting AB testing to enhance performance.
- Website Development: Delivered tailored web solutions employing the latest technologies and industry best practices to achieve optimal performance and functionality.
- Oversaw seamless website deployment to production environments and provided continuous maintenance and support to guarantee smooth operations.
- Implemented content marketing strategies to boost online visibility, engage the target audience, and elevate brand recognition.
- Conducted thorough website audits and executed SEO strategies to enhance search engine ranking and organic traffic.

## **WEB DEVELOPER / DESIGNER**

02/2022 – 09/2022

HYVE INDIA (HYVE GROUP PLC) • Onsite, India

- Managed all event websites across multiple shows, ensuring optimal functionality and user engagement.
- Guaranteed smooth operation and responsiveness of the event websites throughout their lifecycle.

- Created two email newsletters and promotional emailers bi-weekly for various shows, boost audience engagement through compelling content.
- Directed email marketing campaigns aimed at targeted promotions, increasing event visibility.
- Supervised multiple CMS-based portals utilizing Azure Pipeline for consistent updates and management.
- Applied Kentico MVC and scripting languages for tailored portal customisation and updates.
- Oversaw all event websites, including Palm Expo, Paperex, RoofIndia, MMMM, and the Hyve India Buzz portal, ensuring information accuracy and timely updates.
- Managed a diverse portfolio of websites as part of my responsibilities, ensuring effective updates and maintaining quality; some of the sites include palmexpo.in, av-icnx.com, iraa.in, and many others.
- Collaborated with the team to implement updates, changes, and optimisation strategies to enhance user experience in response to vendor and visitor needs.

## SHOPIFY DEVELOPER

08/2021 – 01/2022

THINK AHEAD • Onsite, India

- Developed, designed, and managed a suite of websites including healththeory.co.in, shirttheory.co.in, and whitedahlia.co.in, guaranteeing exceptional user experiences across platforms.
- Created bespoke features and functionality to improve visual standards and overall website performance.
- Ensured prompt, efficient customer support, significantly enhancing user satisfaction.
- Troubleshoot and analysed non-functional areas of websites, implementing effective solutions on an urgent basis.
- Integrated custom APIs, established logistics partnerships, configured multiple webhooks, and managed third-party application connections, including various payment gateways.
- Oversaw email marketing initiatives, developed customer journey pathways, and implemented web and SMS marketing for improved engagement and retargeting.
- Crafted custom email templates for marketing automation and campaigns, enhancing outreach tactics.

## HTML DEVELOPER

02/2021 – 08/2021

WOGATECH PVT. LTD. • Remote, India

- Converted EDU Game dashboard user interface designs from Figma into HTML and CSS, ensuring fidelity to original concepts.
- Translated visual designs into functional web interfaces, contributing to overall project success.
- Created UI components from scratch, ensuring appealing and user-friendly interfaces.
- Collaborated with the development team to assess the feasibility and functionality of designs, ensuring successful implementation.
- Integrated client feedback into designs, iterating to enhance the overall user experience.
- Optimised code and assets for improved website performance and load times.
- Ensured cross-browser compatibility and responsiveness of UI components, addressing potential pitfalls for diverse user scenarios.

## FRONT-END WEB DEVELOPER

09/2019 – 01/2021

SKUGAL TECHNOLOGIES PVT. LTD. • Onsite, India

- Developed, designed, and maintained the official company website (skugal.com), establishing a robust online presence.
- Designed various sections and components for the ERP dashboard accessible at erp.skugal.com, enhancing usability and efficiency.
- Crafted service-based websites such as codeforstartups.com, featuring offerings in web and mobile app development, blockchain technology, digital marketing services, and more.

- Managed multiple client-side CMS-based websites, including zephyrnet.com and various blockchain-related platforms, ensuring coherent and engaging user experiences.
- Translated pixel-perfect designs from PSD to HTML, CSS, and JavaScript, leveraging libraries to produce high-quality functioning websites.

## Education

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### Bachelor's in computer application - (B.C.A)

06/2016 – 07/2019

INSTITUTE OF MANAGEMENT STUDIES (IMS) NOIDA • Noida, India

## References/ Client Projects

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### Niddik IT (Recruiting & Job Portal)

Full Stack Developer • Niddik IT

Website: <https://niddik.com/>

Client: Niddik

Duration: 1 Month

Technologies: ReactJS, NodeJs, VITE, HTML, Tailwind CSS, Material UI, SSR, PostgreSQL, API, CMS, SEO, etc

### NIDDIKARE (Product/ Service Website)

Web Development/ Designing • NIDDIKARE

Website: <https://niddikkare.com/>

Client: NIDDIKARE

Duration: 12 Days

Technologies: ReactJS, Vite, NodeJS, HTML, ImageKit, SSR, SEO, etc

### DoubleR Bags Corporate

Web Development/ Designing • DoubleR Bags

Website: <https://www.doublerbags.com/>

Client: DoubleR Bags

Duration: 2 Weeks

Technologies: WordPress, PHP, CMS, HTML, CSS, etc

### DoubleR Bags (E-Commerce)

Web Development/ Designing • DoubleR Bags

Website: <https://www.doublerbags.in/>

Client: DoubleR Bags

Duration: 3 Weeks

Technologies: Shopify CMS, Liquid, HTML, JavaScript, CSS, etc.

### UBON (E-Commerce)

Web Development/ Designing (Shopify) • UBON

Website: <https://ubon.in/>

Client: UBON

Duration: From October 3, 2022, to June 10th, 2023

Technologies: Shopify CMS, Liquid, JavaScript, HTML, GraphQL, CSS. etc

### **Aimil Pharma (E-Commerce)**

Web Development/Designing • Aimil Pharma

Website: <https://www.aimilpharma.life/>

Client: Aimil Pharma

Duration: From 8th July 2023 to 7th Aug 2023

Technologies: CMS, Shopify, Liquid JavaScript, CSS, HTML, etc

### **Aimil Vets (E-Commerce)**

Web Development/ Designing • Aimil Vets

Website: <https://www.aimilvets.life/>

Client: Aimil Vets

Duration: From 10th Aug 2023 to 20th Aug 2023

Technologies: Shopify CMS, Liquid, JavaScript, CSS, HTML, GraphQL API, etc

### **iOrganic (E-commerce)**

Web Designing/ Development • iOrganic

Website: <https://iorganicmilk.com/>

Client: iOrganic

Duration: From 29th December 2022 to 22 January 2023

Technologies: Shopify CMS, Liquid, JavaScript, GraphQL API, CSS, HTML, etc

### **SmartYums (E-Commerce)**

Web Development/Designing • SmartYums

Website: <https://smartyums.com/>

Client: SmartYums

Duration: From 10th January 2023 to 22nd Feb 2023

Technologies: Shopify CMS, Liquid, JavaScript, HTML, CSS, GraphQL API, etc.

### **Shirt Theory (E-Commerce)**

Web Designing/ Development • Think Ahead

Website: <https://shirttheory.co.in/>

Client: Shirt Theory

Duration: From 16th September 2021 to 03 Feb 2022

Technologies: Shopify CMS, Liquid, HTML, CSS, JavaScript, etc.

### **White Dahlia (E-Commerce)**

Web Designing/ Development • Think Ahead

Website: <https://whitedahlia.co.in/>

Client: White Dahlia

Duration: From 16th September 2021 to 03 Feb 2022

Technologies: Shopify CMS, Liquid, JavaScript, HTML, CSS, etc

### **Shop Rangoli (E-Commerce)**

Web Development/ Designing • Rangoli

Website: <https://shoprangoli.in/>

Client: Rangoli

Duration: 2 Weeks

Technologies: Shopify CMS, HTML, JavaScript, CSS, GraphQL API, etc

### **Vingajoy Corporate (E-Commerce)**

Web Development/ Designing • Vingajoy

Website: <https://vingajoy.com/>  
Client: Vingajoy  
Duration: 2 Weeks  
Technologies: Shopify CMS, Liquid, HTML, JavaScript, CSS, etc.

### **Staunch Weddingz (Event Website)**

Web Development/ Designing • Staunch Weddingz

Website: [staunchweddingz.com](http://staunchweddingz.com)  
Technologies: ReactJS, HTML, CSS

### **Patra Lekhan (Blog Website)**

Web Designing • Patra Lekhan

Website: [patra-lekhan.com](http://patra-lekhan.com)  
Technologies: WordPress CMS, HTML, CSS, Integrations, etc

### **Hindi Essay (Blog Website)**

Web Designing • Hindi Essay

Website: [hindi-essay.com](http://hindi-essay.com)  
Technologies: WordPress CMS, HTML, CSS, Integrations, etc

### **CORNIFOOD WEBSITE (Personal Project)**

Web Designing •

Project Link: [adarsh-tripathi-cornifood-project.netlify.app](http://adarsh-tripathi-cornifood-project.netlify.app)  
Technologies: JavaScript HTML5, CSS3

### **Blockchain Data (Personal Project)**

Web Designing •

Website: <https://psd-to-html-blockchaindata-adarsh.netlify.app/>  
Technologies: PSD TO HTML, CSS3, HTML Template, Grid, Flexbox

### **Enterium Data (Personal Project)**

Web Designing •

Website: <https://psd-to-html-enteriumdata-adarsh.netlify.app/>  
Technologies: PSD TO HTML, CSS3, HTML

## **Languages**

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English Intermediate Hindi Native

## **Interests**

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Automation Projects   AI Projects   Reading Books   Playing Cricket   Tech Blogging

## **Certificates**

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**Responsive Real-World Websites with HTML & CSS (Udemy)**  
UDEMY

10/2022

<b>Real-World Web Apps Using JavaScript, HTML &amp; CSS (Udemy)</b> UDEMY	12/2022
<b>CCNA Course Completion (6-Month Offline Program)</b>	07/2018
<b>2-Day Python Workshop (Offline)</b>	08/2018