

Rohit Vidyasagar Tiwari

Web Developer | Shopify & WordPress Specialist | Frontend & E-Commerce

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Professional Summary

Freelance Web Developer with 3+ years of experience building and optimizing 100+ websites for startups, small businesses, and international clients across 10+ industries. Proficient in Shopify (Liquid), WordPress, HTML5, CSS3, JavaScript, Tailwind CSS, Firebase, and custom API integrations. Delivered measurable results including 30% faster page load times and 25% higher user engagement through data-backed UI/UX improvements. Experienced managing full project lifecycles independently — from client brief to post-launch support. Available for remote, freelance, contract, full-time, and international opportunities. Open to relocation and night shifts.

Experience

Freelance Web Developer & Digital Consultant, *Self-Employed (Remote)*

Aug 2023 – Present

- Built and deployed 100+ websites for startups, small businesses, Shopify merchants, and global clients across 10+ industries
- Reduced average page load time by 30% through lazy loading, image compression, caching, CDN configuration, and code optimization
- Increased user engagement by 25% through data-backed UI/UX redesigns, mobile-first layouts, and conversion-focused design
- Developed and customized Shopify stores using Liquid templating — custom sections, dynamic collections, and conversion-optimized product pages
- Built custom-coded websites using HTML5, CSS3, JavaScript, and Tailwind CSS with API integrations and Firebase backend
- Developed and maintained WordPress websites with full plugin setup, theme customization, and on-page SEO configuration
- Improved Core Web Vitals scores (LCP, CLS, FID) from below 50 to above 75 across multiple client websites
- Implemented Technical SEO including schema markup, XML sitemaps, robots.txt, canonical tags, and crawlability fixes
- Integrated Google Analytics 4 (GA4) and Search Console for performance tracking and data-driven optimization
- Managed complete project lifecycle — requirement gathering, wireframing, development, testing, deployment, and post-launch support
- Delivered cross-browser compatible, mobile-first, responsive websites for clients across e-commerce, healthcare, hospitality, real estate, and corporate sectors
- Maintained ongoing client relationships with clear documentation, async communication, and post-launch maintenance

Education

University of Mumbai,

Aug 2023 – Apr 2026

Bachelor of Business Administration (BBA) – Business Analytics & Management

Relevant Coursework : SQL, Advanced Excel, Power BI, Python Programming, Business Statistics, Marketing Analytics, Machine Learning & AI, Digital Marketing, Project Management, MIS

Skills

Web Development

- HTML5
- CSS3
- JavaScript
- Tailwind CSS
- Responsive Design
- Mobile-First Development
- Cross-Browser Compatibility
- Website Maintenance

Backend & API

- Firebase
- Custom API Integration
- REST APIs

SEO & Analytics

- Technical SEO
- On-Page SEO
- Schema Markup / Structured Data
- XML Sitemaps & Robots.txt
- Canonical Tags
- Google Analytics 4 (GA4)
- Google Search Console

Shopify & WordPress

- Shopify
- Shopify Liquid (Theme Customization)
- WordPress

UI/UX & Performance

- UI/UX Optimization
- Page Speed Optimization
- Core Web Vitals (LCP, CLS, FID)
- PageSpeed Insights

Tools & Project Management

- Git / GitHub
- VS Code
- Canva
- Project Management
- Client Communication
- Remote Collaboration

Projects

Shopify E-Commerce Store Development

- **Selected Projects:** [heyshopper.in](#) | [stylerider.netlify.app](#) | [singleproduct-demo.netlify.app](#) | [local-store-demo.netlify.app](#)
- Built responsive e-commerce websites with conversion-focused product pages and mobile-first layouts
- Customized Shopify storefronts using Shopify Liquid, optimized navigation, and user-focused UI/UX improvements
- Improved page speed, responsiveness, and engagement through frontend optimization and asset compression
- Integrated Google Analytics 4 (GA4) and Search Console for traffic monitoring and performance analysis
- Implemented Technical SEO including schema markup, metadata optimization, XML sitemaps, and crawlability improvements

Custom Coded Websites – HTML, CSS, JS, Tailwind, Firebase & APIs

- **Selected Projects:** [financeos-expensetracker.netlify.app](#) | [qr-code-master.netlify.app](#) | [rocky-2511.github.io/Carecue](#)
- Built custom frontend web applications and interactive tools using JavaScript, Firebase, APIs, and responsive frontend development
- Developed dynamic UI functionality with user-focused interaction and responsive design principles

- Implemented optimized frontend architecture for accessibility, usability, and smooth user experience
- Worked with Firebase integration, API handling, and interactive client-side functionality
- Focused on lightweight, performance-oriented frontend implementation and modern web practices

Business & Corporate Website Development

- **Selected Projects:** [corporate-company-demo.netlify.app](#) | [businesss-demo.netlify.app](#) | [vensaa.com](#) | [accordindiachemicals.netlify.app](#) | [dhriconstructions.netlify.app](#)
- Developed responsive business and corporate websites for manufacturing, construction, and service-based businesses
- Structured content architecture and responsive layouts for improved user experience and engagement
- Implemented SEO-ready website structures with optimized performance and mobile responsiveness
- Configured website optimization strategies including caching, asset optimization, and Core Web Vitals improvements
- Delivered complete frontend development, deployment, and post-launch support independently

Multi-Industry Website Portfolio — 40+ Live Websites

- **Selected Projects:** [medcare-clinic-demo.netlify.app](#) | [realestate-demo.netlify.app](#) | [olympusgym-demo.netlify.app](#) | [cafee-demo.netlify.app](#) | [nocturne-restaurant-demo.netlify.app](#) | [skytrail-travel-demo.netlify.app](#)
- Designed and developed responsive websites across healthcare, fitness, hospitality, travel, and real estate industries
- Built mobile-first layouts tailored to industry-specific user experience and conversion requirements
- Applied Technical SEO, responsive design principles, and frontend optimization across all projects
- Managed complete project workflow including planning, development, testing, deployment, and optimization
- Delivered modern UI-focused websites with cross-browser compatibility and performance optimization

Technical SEO & Website Optimization

- **Selected Projects:** [nooro-us.com](#) | [kirameejewel.com](#) | [navyacraft.com](#) | [lizu.in](#)
- Conducted technical SEO optimization including schema markup, crawlability improvements, and metadata optimization
- Improved Core Web Vitals (LCP, CLS, FID) and website loading performance through frontend and speed optimization techniques
- Implemented XML sitemaps, robots.txt, canonical tags, and structured data for search engine optimization
- Optimized mobile responsiveness, indexing structure, and on-page SEO performance across multiple websites
- Improved website usability and technical health through performance-focused optimization strategies

Certifications

Google Analytics Certification – Google Skillshop

ID: 184635579 | Valid: June 2026 – June 2027

Data Analytics Simulation – Deloitte (Forage)

Business Operations Simulation – PwC (Forage)

Corporate Simulation – Tata (Forage)

Languages

- English
- Hindi
- Marathi